JULY 1960

Traffic Safety

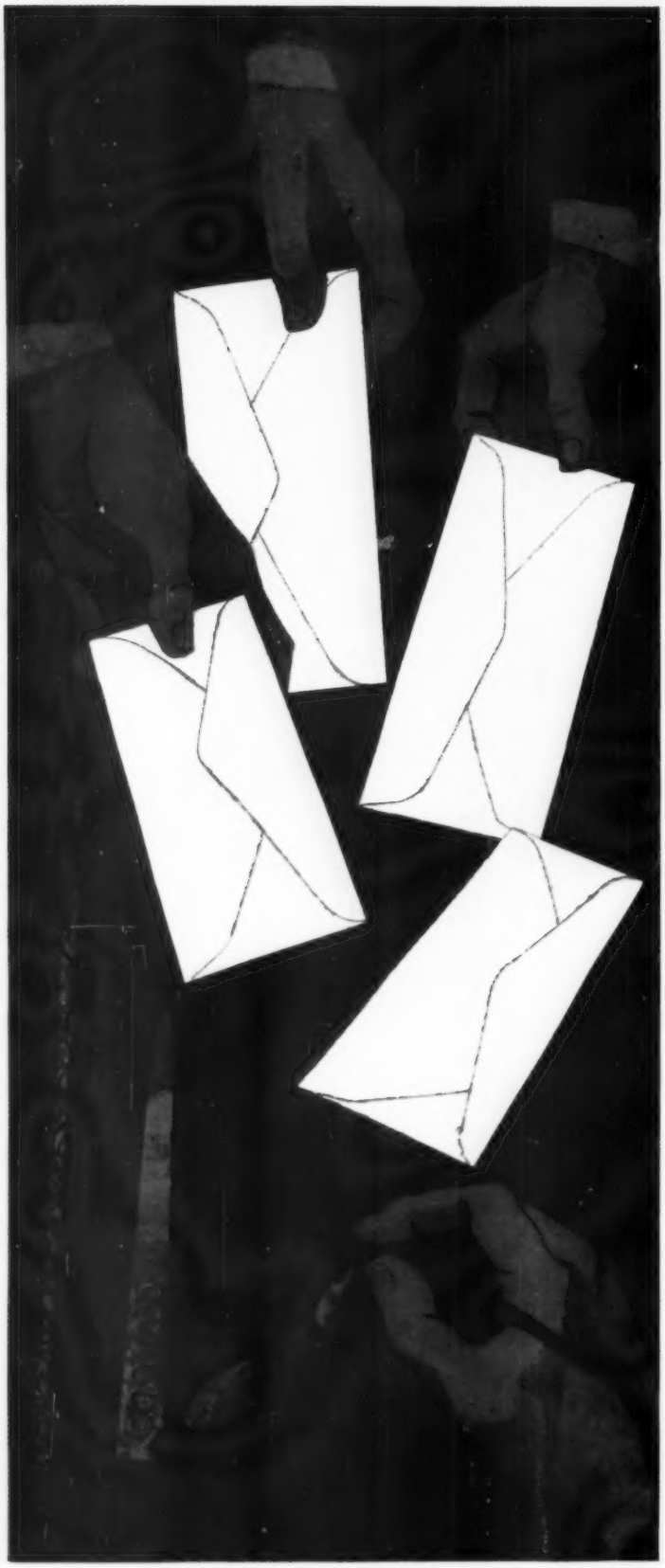
A NATIONAL SAFETY COUNCIL PUBLICATION

NSC Award of Honor to Saginaw Mich., and Virginia

States Told: Time Running Out!

See page 10

What Happens— WHEN DRIVER MEETS FREEWAY!



How to be sure you make the right choice after the Rock Salt bids are in

FIRST consider the company behind the product. What is its reputation, who does it serve, what are its resources? In terms of reputation, service and resources, the Morton Salt Company is the leader in the industrial salt field. Morton's outstanding reputation has been built on years of service to industries and municipalities throughout the United States. Now Morton, America's only nationwide salt company, can offer rock salt for ice control to users everywhere in the country from conveniently located salt sources and warehouses. And Morton numbers among its rock salt customers hundreds of towns and cities and many of the nation's counties, states and toll roads.

NEXT satisfy yourself that the bidder can keep his promise. Make sure he can deliver rock salt from a source near you, the fastest and most economical way. To better serve rock salt customers in the East and Midwest, Morton recently opened a giant new rock salt mine strategically located at Fairport, Ohio. The storage, loading and transportation facilities at the Fairport Mine, like the facilities at other Morton sources, insure you prompt delivery on whatever quantity of rock salt you order.

NOW make your purchasing decision. Base it on your evaluation of the company, its record and its ability to serve you. When you decide on Morton you can rest assured that you have made the wisest choice. You can depend on Morton to give you dependable prompt service on the rock salt you need, when you need it.

MORTON SALT COMPANY

INDUSTRIAL DIVISION

110 No. Wacker Drive, Chicago 6, Illinois

Circle Item No. 1—Reader Service Card

The STEPHENSON RADAR SPEEDALYZER

multiplies police man-power

The SPEEDALYZER can literally be a one-man speed patrol, although generally its operator teams with an assisting car. In either case, the SPEEDALYZER has several times the deterrent effectiveness of motorized patrols working with less scientific speed checking devices. And this modern, accurate instrument refutes with convincing finality, the protests of the most argumentative "innocent victim."

The STEPHENSON RADAR SPEEDALYZER consists essentially of five components: (1) an amplifier with transistorized power supply in a compact aluminum case, 7" x 12" x 9½"; (2) a power cable; (3) a meter with attached cable; (4) an antenna which can be aimed in any direction, with attached cable and adjustable door bracket; (5) a 65-miles-per-hour tuning fork. Total weight of the equipment is slightly over 20 pounds.

The SPEEDALYZER range is 0 to 100 miles per hour and is effective on cars from 100 to 600 feet away, trucks and buses up to 1500 feet. Violators are unerringly detected passing in either direction. Optional equipment available includes: graphic or chart recorder; extension cable to remote speed meter, up to one mile distant; extension cable to remote antenna, 100 feet or more from amplifier; etc.

Send for Prices and Further Information

STEPHENSON CORPORATION
RED BANK NEW JERSEY
U.S.A.

Circle Item No. 2—Reader Service Card

STEPHENSON CORPORATION, Red Bank, New Jersey
☐ Please send Speedalyzer Folder J-28
☐ Please arrange for demonstration

NAME .....
TITLE .....
STREET .....
CITY .....STATE.....

a professional code for DEFENSIVE DRIVING

The new handbook for the professional driver — defining the concept of "defensive driving." Six basic responsibilities of the driver are covered:

- Avoiding accidents
- Observing traffic rules and regulations
- Watching for mistakes and errors of other drivers
- Adjusting driving to weather, traffic, and other "problem" road conditions
- The problem of "Who has the right-of-way?" — and when to give it up
- Driving with confidence

A full and intelligent discussion of driver's rights, responsibilities, and problems on the road. Clearly written, easy to read. Twenty pages, illustrated, printed in three colors.

Order from: NATIONAL SAFETY COUNCIL, 425 N. Michigan Ave., Chicago 11, Ill.

MINIMUM ORDER 10 COPIES STOCK NUMBER 294.09	10 to 49	50 to 499	500 to 999	1,000 to 4,999	5,000 to 9,999	10,000 or more
PRICE EACH.....	$.25	$.21	$.18	$.16	$.15	$.14

Prices subject to 10% discount to National Safety Council Members

Traffic Safety

Volume 57 Number 1 July 1960

A NATIONAL SAFETY COUNCIL PUBLICATION

TRAFFIC SAFETY is dedicated to the prevention of traffic accidents through the presentation of objective information and responsible opinion to official agencies, public support groups and the motor transportation industry. The views expressed do not necessarily reflect the beliefs or policies of the National Safety Council, but they are presented in the conviction that the pressing social problem of traffic accidents can best be resolved through freedom of expression and open debate.

EDITORIAL

Editor: Angela Maher

Associate Editors: Gerald Kaminski
Richard Williford

Contributing Editor: Jack Trimble

Editorial Director: Robert Meyer

Manager, Publications Dept.: Jack Horner

ART

Art Director: Ralph Moses

Cover Design: William Wendland

ADVISORY

Bertram D. Tallamy, Bureau of Public Roads, *vice president for Traffic*, E. J. Buhner, The Silver Fleet Motor Express, Inc., *vice president for Motor Transport, National Safety Council*; Harry Porter, Jr., *director, Traffic*; Alfred C. Finch, *director, Motor Transport*; Paul Jones, *director, Public Information*.

ADVERTISING

Advertising Director: Robert O. Jones

Production Manager: John Tribble

TRAFFIC SAFETY is published monthly by the NATIONAL SAFETY COUNCIL, 425 N. Michigan Ave., Chicago 11, Illinois. Copyright 1960 by National Safety Council. Printed in U.S.A. Entered as second class matter at the Post Office in Chicago, Illinois, under the Act of March 3, 1879.

The subscription price to TRAFFIC SAFETY is $4.50 per year (add 70 cents for foreign charges except to Canada and Pan-American Union). Prices on quantity lots will be quoted on request. All prices subject to a 10 per cent discount to National Safety Council members.

NATIONAL SAFETY COUNCIL
Chartered by the Congress of the United States
Howard Pyle, President
George C. Stewart, Executive Vice President
R.L. Forney, Secretary and Treasurer

Home Office: 425 N. Michigan Ave., Chicago 11, Ill.

San Francisco Office: 703 Market St., San Francisco 3, Calif.

New York Offices:
Field Service & General Information, 60 E. 42nd St., New York 17, N. Y.

Public Service Fund, 639-40 Chrysler Bldg., New York 17, N. Y.

IN THIS ISSUE:

Traffic Operations:

Death Toll Rises Sharply . . . . . *by H. Gene Miller* 6
Pennsylvania's Bold Traffic Plan Starts Rolling 9
Will State Inaction Bring Federal Control . . *by L. S. Harris* 10
When Driver Meets Freeway . . . *by Theodore W. Forbes* 14
News and Views 16
Cars vs Scholarship: Teenage Drivers . . *by Gerald Kaminski* 18
School Buses (Fact Sheet) 20
Bigtown Traffic Tangle . . *by William Randolph Hearst, Jr.* 22
Inventory Shows Who's Tops 24

Public Support:

Labor Plans Safe Holiday 26
Nevada's "Walk Thru" . . . . . *by James Sale* 27

Motor Transportation:

Safety on the NYCTA Line . . . . *by Charles L. Petterson* 32
NSC Sponsors Learn To Swim Campaign . . *by Ralph Kuhli* 34

Departments

Today's Traffic 7
Test Talk 8
Coming Events 25
News from Capitol Hill 25
Boosters 28
Fleet Posters 30
The Traffic Record 37
The Safety Library 42
Safety Product Literature 44
New Safety Equipment 45
The Advertiser's Index 50

BETWEEN STOPS

AS THIS issue of TRAFFIC SAFETY goes to press, word reaches us that Connecticut and New Jersey have just concluded a reciprocal pact on auto penalties. The agreement, which went into effect June 1, provides that when a resident of one state has his license revoked in the other state, he shall suffer an identical penalty in his home state.

The bi-state understanding is a direct result of a conference held last November that was attended by state officials from New Jersey, New York, Connecticut, Delaware, Pennsylvania, Massachusetts, Rhode Island and Maryland.

Perhaps the Connecticut—New Jersey agreement is an omen of hopeful things to come in the field of interstate cooperation.

The great need for more cooperation between states on traffic matters is vividly pointed up by the lead article in this issue of TRAFFIC SAFETY.

DEATH TOLL RISES SHARPLY

April brings largest increase in four years

by H. Gene Miller

MOTOR vehicle deaths in April increased sharply over the number for April a year earlier. The total of 2,910 deaths was up 10 per cent, the largest monthly increase since June, 1956.

The four month total of 10,950 was still 1 per cent less than in 1959, due principally to a 16 per cent decrease in deaths in March.

The erratic changes during each of the first four months of 1960 cloud the picture for the months ahead, but the sharp April increase deserves serious attention since it occurred during the first month of generally favorable driving weather. The April experience could very well be an indication of the trend for the months ahead.

Travel for the first four months is indicated to be about 4 per cent ahead of last year. This increase, coupled with the 1 per cent decrease in deaths, produced a mileage death rate of 4.7 (deaths per 100,000,000 vehicle miles). This is the lowest death rate on record for this period, and compares with 5.0 for the same months of 1959.

In terms of death rates, motorists are driving safer today than ever before in the history of motor vehicle records, but the continually rising exposure to accident and death, as measured by rising registration and travel figures, presents a problem that requires constant improvement in driving practices and traffic control.

Disabling injuries during the first four months of the year are estimated at about 400,000. These are injuries resulting in disability beyond the day of the accident and do not include minor injuries which undoubtedly total hundreds of thousands more.

Among 49 states reporting April experience, 18 had fewer deaths than last April, one reported no change, and 30 had increases.

For four months, 30 states showed decreases, one reported no change, and 18 had increases.

Almost equalling the national experience, cities registered a 9 per cent increase in April, according to reports from 727 cities over 10,000 population. For four months, these cities showed a one per cent increase from last year.

Cities with fewer deaths in April totalled 108, compared with 139 having more deaths, 480 showed no change (mostly perfect records).

For four months, 207 had decreases while 232 had increases, with 288 showing no change.

In April, 541 of the 727 cities reporting had perfect records. Of these, the three largest were: Rochester, New York (345,600), Long Beach, Calif. (336,100) and Norfolk, Va. (291,000).

For four months 335 of the cities still had perfect records. Of these the three largest were: Lincoln, Neb. (119,600), Schenectady, N. Y. (98,000) and Columbus, Ga. (89,400).

The leading cities in each population group at the end of four months,

To Page 37

H. Gene Miller is director of the National Safety Council's research and statistics department.

Leading at the End of April

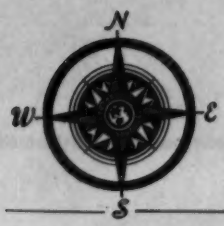
States

New Hampshire	— 40%	Texas	— 13%		
North Dakota	— 38%	Wyoming	— 11%		
Vermont	— 34%	Kentucky	— 9%		
Iowa	— 28%	Pennsylvania	— 8%		
Nebraska	— 28%	North Carolina	— 8%		
Rhode Island	— 24%	Virginia	— 6%		
Oregon	— 22%	Illinois	— 5%		
West Virginia	— 20%	Arkansas	— 5%		
South Dakota	— 20%	Montana	— 4%		
Oklahoma	— 18%	Delaware	— 4%		
Kansas	— 15%	Massachusetts	— 3%		
Arizona	— 15%	Connecticut	— 3%		
Idaho	— 15%	New Mexico	— 2%		
New York	— 14%	Minnesota	— 1%		
Alabama	— 14%	New Jersey	— *%		

*Less than 1%

Cities

Grand Rapids, Mich.	— 71%	Atlanta, Ga.	— 30%
Omaha, Neb.	— 64%	Chicago, Ill.	— 27%
Miami, Fla.	— 62%	Providence, R. I.	— 25%
El Paso, Tex.	— 59%	Columbus, Ohio	— 23%
Birmingham, Ala.	— 56%	Portland, Ore.	— 22%
Houston, Tex.	— 33%	Buffalo, N. Y.	— 21%
Worcester, Mass.	— 33%	San Diego, Calif.	— 19%
Boston, Mass.	— 32%	Akron, Ohio	— 15%
Oakland, Calif.	— 31%	Fort Worth, Tex.	— 13%
New York, N. Y.	— 30%	Milwaukee, Wis.	— 7%



Today's Traffic

Gentle enforcement

Something new has been added to New York's Finest. It's the traffic department's feminine parking meter attendant force—100 strong and attired in chic air force blue uniforms. The gals, who enforce parking regulations at the city's 52,000 curb metered spaces and 5,000 parking field spaces, have received instruction in law enforcement procedures, first aid, map reading and motor vehicle operation.

Small and parkable

George Nelson, an architect and industrial designer, has suggested a fleet of small electric coin-in-slot taxis as a partial solution to big-city traffic congestion. The miniature taxis could be parked all over the city, and full-sized cars could be banned from congested areas.

Unmarked radar cars

The Iowa executive council has approved use of unmarked radar cars by the state highway patrol. The council had held up approval until it received assurance that the cars would not be used as pursuit vehicles. Heretofore, radar machines have been set up along highways on tripods.

New craze in old town

The miniature car craze has hit old Heidelberg. U. S. service men's children—and their fathers—have been scooting along the streets of the fabled German city in half-pint cars built to reach speeds as high as 80 m.p.h. The vehicles usually have inadequate lights, brakes, mufflers and signals. Army authorities recently found it necessary to issue a directive clamping down on the tiny speedsters.

Signs spread message

Large, white, diamond-shaped signs stencilled on sidewalks are calling attention to Detroit's pedestrian toll. The signs, reading: "109 Too Many—Stop, Look, Live" have appeared on sidewalks throughout the downtown area in the latest police effort to cut down pedestrian traffic deaths.

Psychological moment

The Delaware Valley Auto Body Association (Philadelphia) figures that the ideal time to put a safe driving message across is the moment a motorist gets behind the wheel to drive his car out of a repair shop. So, they're tying a tag to the steering wheel of every automobile repaired in DVABA member shops. The tag reads: "Please drive carefully. Safe driving will hurt us more than it hurts you."

The tire that sings

A new design in the inner compartment of safety-type tubeless tires makes an automobile "sing" if the outer compartment is punctured. The "song"—a strong sympathetic vibration set off in the car's suspension system—gives the driver an unmistakable warning to stop and have his tires checked. The new tire was developed by Goodyear.

Doggone dangerous

Dogs running out into the roadway are a serious traffic hazard in Britain. A recent debate in the House of Lords brought out the fact that seven people are killed or injured every day in Britain in road accidents in which dogs are involved.

Test Talk

The awful truth

In October of last year, Station KDKA-TV in Pittsburgh, Pa., completed a survey of attitudes and habits of Pittsburgh drivers. Of the 2,000 questionnaires circulated, over 93 per cent of the reporting drivers admitted they exceeded the posted speed limit on the road. Significant was the fact that 18.4 per cent of these persons admitted to driving while under the influence of intoxicating liquor, and over 65 per cent said they drove after social drinking to some degree.

Looks do count

Chemical tests are a great aid to the law enforcement officer, but the courts are still placing reliance on lay evidence. In a recent opinion handed down by the Appellate Court of New Jersey, the court affirmed a conviction for "drunken driving" and said that the average person may testify as to the condition of a suspect, and that intoxication is a matter of common observation.

Consent vote in fall

The Missouri State Safety Council has circulated a petition to submit a chemical test law referendum—with "Implied Consent" provision—to the voters of the state in November.

Symposium report ready

The Department of Police Administration and Center for Police Training of Indiana University has recently completed publication of the *Proceedings of the Symposium on Alcohol and Road Traffic.* It is a collection of the papers and discussions presented at the symposium held at the university in December, 1958. Copies of the book are available from the university. (See page 44 for a review of the book.)

Thirsty? Tie one on

A safety-conscious tavern owner in Wyoming has provided safety belts on his bar to put around the customers when the bar stools begin to "take to the road." Undoubtedly, his next step will be to provide a chemical test device to tell his customers when they've had enough to drink.

Chem tests booster

Col. Frank G. McCartney, commissioner of the Pennsylvania State Police, in a recent article in the Pennsylvania Chiefs of Police Association *Bulletin,* extolled the use of chemical tests for intoxication. He said, "After seeing the test equipment in operation many times, I can testify that, far from threatening the innocent driver, it protects him from the possibility of an unprofessional and inaccurate diagnosis which might cost him far more than revocation of his motor vehicle operator's license."

PENNSYLVANIA'S BOLD TRAFFIC PLAN STARTS ROLLING

GOVERNOR Lawrence's 13-point "crash" plan for radical improvement of Pennsylvania's traffic safety performance is getting underway—despite skepticism in some quarters and opposition in others.

Medical examinations, one of the controversial parts of the program, were started on June 1. Required to take the examination were all applicants for new driver licenses. Licensed drivers will be examined starting October 1. The group licensed prior to 1924 will be the first called.

Under the new plan, drivers must undergo a physical examination approximately every 10 years up to age 60 and approximately every five years thereafter.

A card form for use in the examination has been issued. The applicant takes the card to a state police examining station where he is checked for ability to use both hands, vision, and driving ability. The card is then taken to the applicant's physician, where the doctor will check for other disorders. The physician will forward the card to the revenue department.

In all, 10 items are checked in the examination. Standards for the examination were developed by the Pennsylvania Medical Society and the department of health.

According to O. D. Shipley, state highway safety commissioner, restricted driver licenses will be permitted for some persons found physically unfit to drive under the new examination program. He said the opinions and recommendations of the physicians will be evaluated in deciding such cases.

Shipley also said that persons disqualified for failure to pass the physical examination have the opportunity to present appeals to a board of review in the revenue department, which administers the highway safety bureau.

The Lawrence 13-point program was enacted by executive order on February 2.

Governor Lawrence, speaking at the first annual traffic safety conference on April 21, said the dramatic impact of his crash program was designed "to move against an underlying apathy—the resigned feeling that nothing effective could be done to cut down highway carnage."

His stand was praised by national safety experts addressing the same meeting.

William Randolph Hearst, Jr., chairman of the President's Committee for Traffic Safety, called for "strict but just laws" for safer driving. He praised Pennsylvania for its new traffic program and said, "if the execution is equal to the conception (it) can contribute importantly to the reduction of traffic deaths and injuries."

Dr. Arthur L. Conrad, director of the division of traffic education and safety for the Municipal Court of Chicago said it will take an aroused citizenry with righteous indignation to effectively tackle the problem of highway accidents. "They must get damned mad about it before anything can be done."

He said Pennsylvania has shown the nation it has "the courage, the guts, to go ahead with a program that just might ruffle a few feathers."

Dr. Herman A. Heise, chairman of the American Medical Association Committee on Medico-Legal Problems called for a program of education "to let the people really know what alcohol does to them."

He strongly recommended the use of chemical tests for intoxication in Pennsylvania and urged officials to use the level of .10 blood alcohol as a basis for DWI prosecution.

Dr. Harold Brandaleone, chairman of the Committee on Standards for Motor Vehicle Drivers of the Industrial Medical Association spoke on the need for periodic physical reexamination.

"Physicians have not realized their important role in highway safety," he said, pointing out that they can help determine whether a patient is mentally and physically equipped to safely operate a motor vehicle. He said efforts are under way to impress physicians with the need for their assistance in traffic accident prevention.

Franklin Kreml, director of Northwestern University's School of Transportation, said that "citizenship of the old-fashioned kind" is needed to lick the problem of traffic accidents. He praised Governor Lawrence's stand, calling the governor a man "dedicated to the proposition of saving lives on the highways, who is offering the citizens of the commonwealth devoted, dedicated leadership in the field."

Conferring at Pennsylvania meeting are (left to right) Gov. David L. Lawrence; Dr. Arthur L. Conrad, director of traffic education and safety, Municipal Court of Chicago; Dr. Harold Brandaleone, chairman, committee on standards for motor vehicle drivers of Industrial Medical Association; William Randolph Hearst, Jr., chairman, President's Committee for Traffic Safety.

WILL STATE INACTION BRING FEDERAL CONTROL?

States get together on fish and wildlife. Why not on traffic? AAMVA head asserts pride and prejudice is inviting federal intervention.

by L. S. Harris

IT IS imperative that those concerned with traffic accident prevention in each of the states do some immediate and mature thinking on the subject of interstate cooperation for traffic safety.

If states continue to ignore their responsibility to act—when action is so urgently needed—their default will inevitably result in federal intervention.

We all know that deaths, injuries and economic losses are continually mounting in many states, although mileage death rates are trending downward as a result of increasing motor vehicle usage. It is the number of deaths, injuries and the loss of billions of dollars annually that is attracting the interest of many people high in the federal government.

In June 1957, in an address to the Governors' Conference at Williamsburg, Va., President Eisenhower stated, "As for traffic safety, this, happily, is still a state and local responsibility. But day by day the American people are paying an increasingly fearful price for the failure of the states to agree on such safety essentials as standards for licensing drivers and vehicles and basic rules of the road. . . . We simply cannot let this go on. The cost of inaction is prohibitive. Who is going to fill the vacuum? Some one must, and some one will. Are we willing that, once again, it be Washington, D. C.?"

Since the President's remarks in 1957 the interest and activity on the "Hill" in Washington in connection with traffic safety has perceptibly increased. The 232 page report, *The Federal Role in Highway Safety,* has been submitted to Congress. More than 20 bills are now pending in Congress and, from our point of observation, the condition is becoming more critical day by day. The time has come when the states must show some intent to take the necessary steps through cooperative effort to reduce the appalling losses this country is suffering.

The Congress has definitely indicated, by its unanimous adoption of the "Beamer Resolution" in 1958, its desire and willingness for the states to continue to be responsible for the administration and enforcement of traffic safety laws and activities.

The thinking of some leaders in Congress is indicated by recent statements by Rep. Kenneth Roberts of Alabama, chairman of the Sub-committee on Health and Safety. In a public address in January of this year he stated, "It is with the greatest reluctance that I come to the conclusion that we need the legislation mentioned, and other measures. . . . The states and local communities could accomplish many of the things that must be done if we are going to reduce the traffic toll. . . . The point is that in view of the record, can we afford to wait for the states to do this? . . . For more than 30 years we have been trying to get a uniform traffic code adopted by the various states. Some progress has been made, but we have a long way to go. . . . My point is that if we are going to get the job done, we cannot self-righteously hide behind the cloak of states rights, or reject steps which are going to cost money."

Time for Action

Earlier, Congressman Roberts told the American Bar Association:

"But after years of pointing out some of the things which need to be done, and with no indication of early action on the part of anyone else, I believe we must pass some sort of legislation in the best interests of the motoring public."

The Secretary of Commerce, in his report to Congress on the *Federal Role in Highway Safety,* stated:

"Most of all, officials representing government, highway users, and the automotive, insurance, and associated industries, urgently need to reach clear agreement on their respective objectives and obligations. They must decide, or face having it decided for them by a public now gradually awakening, how and to what extent they will share in a comprehensive, coordinated highway safety plan."

Heretofore the bills introduced in Congress and the comments of Congressmen and federal officials have not caused us much concern. But now, the statements I have quoted are to me very significant and should be considered by all of us as the "handwriting on the wall."

Earlier, I stated that Congress has indicated its desire and willingness for the states to continue to be responsible for the administration and enforcement of traffic safety laws and activities. Congress has also provided, in advance, a plan which might be the answer to many of our problems in the traffic safety field and, at the same time, assure the continuance of state authority and control.

This plan is the permission granted to the states in Public Law 85-684, the Beamer Resolution, to join together "for cooperative effort and mutual assistance in the establishment and carrying out of traffic safety programs, including but not limited to, the enactment of uniform traffic laws, driver education and training, coordination of traffic law enforcement, research into safe automobile and highway design, and research programs of the human factors affecting traffic safety, and for the establishment of such agencies, joint or otherwise, as they deem desirable for the establishment and carrying out of such traffic safety programs."

To take advantage of the plan, each state would have to individually enact what might be termed a "Little Beamer Resolution" providing authority for its designated officials to enter into compacts with other states. Provision of such authority would not mean the relinquishing of any of a state's authority to control its own affairs. It would only mean that the state would agree by conference with one or more other states as to the joint and uniform laws, practices and procedures which would be needed for the protection and welfare of its people, along with agreement as to how such laws, practices and procedures could best be enforced and made effective.

Since the turn of the 20th century the interstate compact has been used to an increasing extent as an instrument for state cooperation in carrying out affirmative programs for solving common problems. During the last three or four decades the use of the interstate compact has increased progressively as the states have joined in concerted efforts to meet many problems that transcend their individual boundaries. The compact has gradually developed into a major implement of interstate adjustment. Among the many interstate problems now being

L. S. Harris is executive director, American Association of Motor Vehicle Administrators.

administered and enforced through compacts are:

1. Allocation of water from streams such as the Colorado and Columbia rivers in the Western States.
2. Control of water pollution.
3. Conservation of fish and game.
4. Forest fire prevention.
5. Oil and natural gas extraction.
6. Metropolitan area development.
7. Public works construction and maintenance, including such projects as the New York Port Authority.
8. Parole and probation.
9. Civil defense.
10. Mental health.
11. Juvenile delinquency.

Paradoxical as it may seem, it is nonetheless true that the states, by entering into traffic safety compacts creating commissions with authority to adopt rules and regulations covering the driver and the vehicle, would be preserving their traditional police powers in these areas against encroachment by the federal government.

Apathy Noted

So far, not one state has made any move to implement the Beamer Resolution and this lack of activity has not gone unnoticed by the Congress. Last year I appeared before the House Sub-committee on Health and Safety opposing a bill that would have provided federal regulation of motor vehicle design and equipment. At the conclusion of my prepared statement, Congressman Roberts, chairman of the sub-committee, addressed the following comment to me:

"I have a little bit of concern on the failure of the states to move in on some of these areas, particularly in the field of obtaining uniformity in our various state laws and jurisdiction. I remember your organization (AAMVA) testified in favor of what was called the Beamer Resolution, H. R. 221, which was passed unanimously in the last session of Congress. I have been a little disturbed by the failure of the States to take any action on that resolution. . . ."

Since that statement was made the pressure for Congressional action in this area has increased.

Personally, I do not know whether the compact is the best means of solving our immediate problems and I am not recommending it as such. But, I do know that it is urgent for the states to develop a mutually satisfactory procedure to jointly bring about greater safety on our streets and highways. I urge thorough discussions of this matter between motor vehicle administrators, governors, attorneys general, and other concerned state officials and legislative leaders as soon as possible. The actions of 1961 legislative sessions are going to be closely watched by Congress and now is the time to prepare legislative programs. A new Congress will also be in session next year and it is not possible to predict what its attitude may be on this important problem.

In an effort to assist motor vehicle administrators in giving study to the problems we are facing, AAMVA prepared a "Tentative Draft" of a Model Compact Act. Copies of this draft were distributed at the recent AAMVA Regional Conferences.

The draft is designed to include provision for joint efforts in every state function pertaining to traffic safety and traffic accident prevention. However, state action might include only the functions a state may deem are necessary at present. The functions most needful of joint cooperative efforts are driver licensing and driver improvement, financial responsibility and motor vehicle equipment approval procedures, the three major factors in controlling and regulating the driver and the vehicle.

I have been directly and indirectly connected with motor vehicle administration, enforcement and traffic safety since January 1924. During those 36 years I have closely observed and studied the progress we have made. This progress has been extensive but slow—often too slow. I believe I know the reason for the slow pace of that progress. In my own mind, the major deterrent to faster progress has been the individual thinking, prejudices and unwarranted local pride among administrators, enforcement officials, state governors and legislators concerning their respective laws, practices and procedures, and the unwillingness to change or improve them to bring about uniformity and greater cooperation among the states.

In many instances this unwillingness to give and take for the good of the whole has brought about the problems we are facing today. We must make definite determinations to work and pull together for the protection and welfare of the people we serve, *and do it now.*

New York Council Vice-President Retires

Paul F. Stricker, executive vice-president of the Greater New York Safety Council, retired April 30. He had served in this position since November 1943. Stricker's career in organized safety movement covers a span of 38 years.

On graduation from Cornell in 1917, he enlisted in the army and served for two years. After working in chemical engineering, research, and development for four years, he became the first director of the Baltimore Safety Council. From 1925 to 1928 he was a field representative for the National Safety Council, assisting communities in accident prevention programs. In 1928 he was named director of the Territorial Councils' Division of the Council.

From 1930 to 1936 Stricker served in several positions, including that of director of safety for the Tennessee Valley Authority. He rejoined the National Safety Council in March 1936 as director of field service. He served in this position until he became executive vice-president of the Greater New York Safety Council.

He has been a member of the Engineering Committee of the President's Industrial Safety Council since 1948, the American Society of Safety Engineers, The Institute of Traffic Engineers, Tau Beta Pi, Theta Delta Chi, and other organizations. He has authored numerous pamphlets and articles on accident prevention.

Robert J. O'Donnell, district director of the National Safety Council, will be the acting manager of the Greater New York Safety Council.

SLOAN AWARD WINNERS FOR 1959 ANNOUNCED

IMPROVEMENT of highways under the expanded national program will save thousands of lives now being lost in traffic accidents every year, Alfred P. Sloan, Jr., former head of General Motors Corp., declared at ceremonies honoring broadcasters and advertisers for their promotion of highway safety.

"The need for better and safer highways is so critical and the penalty of inadequacy is so appalling that everything possible should be done to prevent delays in the program," Sloan said. He urged the broadcasting industry to use its resources to create greater public understanding of the issues.

Sloan made his remarks at the presentation of the 12th annual Alfred P. Sloan Radio-TV Awards for Highway Safety at a dinner in the Waldorf-Astoria hotel. Two hundred and fifty business, industrial and media executives, civic leaders and government officials attended the ceremonies.

In congratulating the winners, Howard Pyle, president of the National Safety Council, called for a nationwide step-up in traffic safety activity. He pointed out that the accident toll the past decade was 935,000 killed, 95 million injured and $100 billion in economic losses.

"This," he asserted, "is waste at its worst—a waste of manpower and money that no nation on earth can tolerate and still hope to meet the competition of this age."

Other speakers included C. Richard Shafto, policy committee member, National Association of Broadcasters, and Stanley C. Hope, chairman, Automotive Safety Foundation, who presided.

Winners of awards for outstanding public service in the traffic safety field during 1959 were radio stations WGN, Chicago, Ill.; WICC, Fairfield, Conn.; KNUZ, Houston, Tex.; KLON-FM, Long Beach, Calif.; and television stations KDKA-TV, Pittsburgh, Pa.; WJRT, Flint, Mich., and WMVS-TV, Milwaukee, Wis.

Broadcast advertising sponsors who received awards were Allis-Chalmers Manufacturing Co., Milwaukee, Wis.; Esso Standard Div., Humble Oil & Refining Co., New York, N.Y.; R. J. Reynolds Tobacco Co., Winston-Salem, N.C.; Standard Oil Co. (Indiana), Chicago, Ill.; H. H. Meyer Packing Co., Cincinnati, Ohio, and Schneider Oil Co., Salem, Va.

The awards are sponsored by the Alfred P. Sloan Foundation and administered by the National Safety Council.

Judges for the awards were Howard Pyle, president, National Safety Council (chairman); Ellis L. Armstrong, U. S. Commissioner of Public Roads; Mrs. Stephen J. Nicholas, executive director, General Federation of Women's Clubs; Frederick H. Garrigus, manager of organizational services, National Association of Broadcasters, William Bethea, executive secretary, President's Committee for Traffic Safety, and Kenneth G. Bartlett, vice president and dean of public affairs, Syracuse University.

Sloan award judges listening to tape entries are (left to right): Kenneth G. Bartlett, vice president and dean of public affairs, Syracuse University; Mrs. Stephen J. Nicholas, executive director, General Federation of Women's Clubs; Howard Pyle, NSC president; Ellis L. Armstrong, U. S. Commissioner of Public Roads, and William Bethea, executive secretary of the President's Committee for Traffic Safety.

FARM SAFETY WEEK ALL SET FOR JULY

"Enjoy farm life—practice safety" is the theme of the 17th annual National Farm Safety Week, proclaimed by President Eisenhower for July 24-30.

Purpose of the week, sponsored jointly by the National Safety Council and U. S. Department of Agriculture, is to focus nationwide attention on the farm safety problem.

Each day of Farm Safety Week emphasizes a different aspect of accident prevention. Thursday, July 28, is devoted to highway safety—an important factor in farm life, since motor vehicle accidents are the leading cause of accidental death to farm residents.

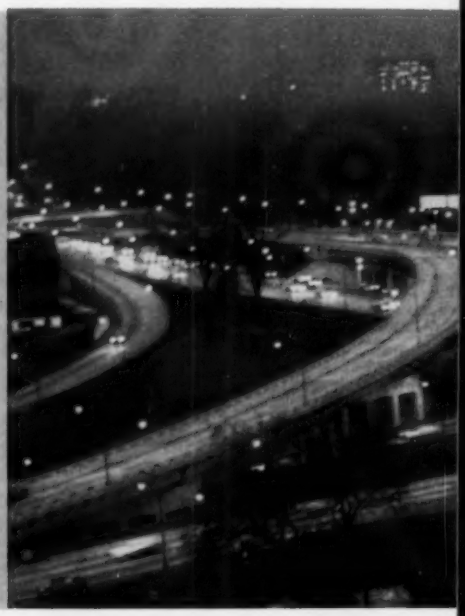
The following traffic safety points are being stressed:

1. Practice highway courtesy.
2. Highlight rules of safe driving and walking on roadways.
3. Remove trees, weeds and shrubs at farm entrances and intersections to improve visibility.

National Farm Safety Week is an annual campaign cosponsored by the National Safety Council and the U.S. Department of Agriculture. It was begun in 1944 by the National Safety Council's farm conference.

WHEN DRIVER MEETS FREEWAY

by Theodore W. Forbes



THE record of United States controlled access, grade-separated highways both in the east and midwest and west, wherever they have been in operation long enough, has shown greater safety as well as more efficient, smoother traffic flow and greater convenience. Studies have shown accident rates per million vehicle miles on highways of this type of design several times lower than for other types of highways.

Thus the freer flowing, more efficient traffic results in safer traffic as well. This free-flow characteristic, the reduction of the opportunities for conflict between vehicles and the reduction of judgments and responses required of drivers are of primary importance both for efficient traffic and for safety.

To achieve the full effectiveness of such freeways, however, traffic engineering, enforcement and other operating procedures must be designed and carried out properly. The design of freeways has been guided by studies of driver behavior factors to a considerable extent. The operating procedures must also take account of such driver behavior characteristics.

Driver behavior studies over a long period of years have shown driver reactions to be related to design, speed, capacity and other factors affecting freeway operation. These studies carried on by various states with the Bureau of Public Roads, by university and other organizations, and, in some cases, in cooperation with turnpikes and other toll facilities, have shown significant relationships as follows.

Higher Design Speeds

The design speed of the highway is related to driver behavior in several ways. First the higher the speed, the less time is provided for drivers to make judgments and appropriate responses in controlling their vehicles. By elimination of cross traffic and reduction of the number of possible conflicts, the judgments and responses of drivers are reduced in number. This, together with less curvature, multiple lanes in each direction and other features, makes possible a higher design speed than under other conditions.

Second, drivers judge speed in part by vision and in part by tactual sensations. On curves they tend to judge the highest safe speed to a considerable extent by unbalanced centrifugal force to the outside of the curve. In other words, they tend to drive a curve at a higher speed than will give a just balanced feeling as they drive it. When they do this on dry, roughened concrete pavement there is no difficulty, but such operation will send them off the road if the surface becomes slippery. The design speed and the speed limit signing for normal and for icy conditions are, therefore, designed to keep the driver from overdriving.

The length of acceleration ramps and the distances required for weaving have grown out of studies of weaving on multi-lane highways. Also, experience with different lengths of ramps have been taken into account. Such studies show that longer ramps and weaving distances (within certain limits) result in smoother traffic operation than where only short distances are provided. The proper operation of acceleration and deceleration ramps as provided in the *Interstate Highway Standards* depends upon drivers merging or leaving the traffic stream at about the speed of the traffic stream.

The new freeways in rural areas are designed with easy curves to allow maintaining a high design speed. This makes them less obvious visually to

Dr. Theodore W. Forbes is assistant director (research), Highway Traffic Safety Center, Michigan State University. This article is adapted from an address dealing with driver behavior as it affects design, speed, capacity relationships and accident patterns on freeways, which Dr. Forbes delivered at the Michigan Freeway Operations Seminar held at Michigan State University.

the driver. In addition, wide shoulders and wide right-of-way keep trees, utility poles and other visual reference points farther away so that the driver's visual estimate of speed may be less accurate. Underestimation of his velocity at any given time may therefore result from the features making the expressway efficient. Signing may be required for special conditions because of this.

The signing of the interstate highways is designed to give adequate warning time to drivers at operating speeds. In addition to a prewarning of several minutes, drivers should have at least from eight to 10 seconds of warning time before the point where a weave or a deceleration is required. At design speeds of 60 m.p.h., 10 seconds represent 900 feet.

Allow Enough Distance

In addition, sufficient distance should be provided to allow deceleration at a comfortable rate when required. Deceleration from 60 m.p.h. to 24 m.p.h. at a rate of four m.p.h. per second would require an additional nine seconds; therefore, another 550 feet would be required for such deceleration $\left(\frac{88 + 35}{2} \times 9\right)$.

Thus a total of 1,400 to 1,500 feet is required from the point at which the warning can be read. Certain color combinations and letter designs have been shown to be most legible. In addition, characteristic colors and shapes of signs are effective in attracting attention and carrying a meaning. These features have been used in the interstate sign standards.

Drivers can and do maintain higher traffic volumes and traffic capacities on controlled access, divided highways as a rule. To do this they often must drive at time spacings less than their own response time.

Even at relatively high operating speeds, highway capacities are higher on expressways. However, driver behavior factors may interfere with these higher capacities. For example, factors causing uncertainty or subjecting the driver to "psychological squeezing" may reduce the efficiency of traffic flow. Unclear signing, poor visibility, or a delineation of lanes or ramps, narrowing of the highway and similar factors may give such effects.

Lane widths of 12 feet or more are necessary for efficient flow. With narrower lanes, drivers do not pass heavy vehicles as freely. Or else they veer onto the shoulder, causing various problems. This is true even on divided highways.

A marking at the edge of the pavement helps to prevent drivers encroaching on shoulders with attendant problems. This helps especially with heavy vehicle drivers where there is more tendency to encroach.

Any object on the shoulder causes drivers to shy away from it as they pass. This effect is more marked the closer the object is to the pavement and the more mobile the object (for instance, a car which looks as if it might move onto the highway).

Convenience Important

Not only the efficiency of traffic flow, but also convenience affects driver behavior. Convenience has had a great deal to do with development of motor vehicle traffic and is basic in freeway operation. Studies have shown that:

- Drivers will use the freeway when it saves time, even though the distance traveled is greater.
- Drivers will also use freeways even though the time required is the same when distance may be greater.
- Some drivers will use freeways in preference to other routes even when both distance and time required are as great or even greater.

To Page 47

Another fender bender fatality. And one more sad story of what might have been. The driver of this car was killed, while the seat belts in the car were lying on the seat instead of being fastened around the driver.

NEWS and

Wisconsin's motor vehicle commissioner, James L. Karns, checks the pressure of a windshield wiper blade as Miss Janice Olson looks on. The pressure indicator was used in voluntary safety checks made during May and June.

Tom Stoner (left), vice-president of Stoner-McCray Outdoor Advertising, is shown with Iowa state safety commissioner D. M. Statton examining one of the 65 "Red Highway" billboards posted on Highway 6 between Des Moines and Davenport by the Iowa Outdoor Advertising Association. Twenty-two outdoor ad companies contribute space and posters to the special campaign.

New Jersey Governor Robert B. Meyner (left), an advocate of increased automotive safety, receives a brightly colored auto seat belt of new design from Dr. Glenn A. Nesty, Allied Chemical Corp. vice president for research and development.

VIEWS

Seven-year-old Vickie Loeper (left) personally awarded a NSC President's Medal to William G. Hague, the Indianapolis policeman who saved her life. Vickie, hit by a car, had stopped breathing when Hague arrived. His prompt artificial respiration is credited by doctors as the thing that saved her life. Vickie is shown with Hague, her mother, Mrs. Robert Loeper, and Ross. G. Kitchen.

The Missouri State Highway Patrol is installing tape recorders throughout its state-wide communication system to monitor and record around-the-clock all transmissions on its radio network. John E. Stirewalt dispatches a radio message while J. R. Bowers makes an adjustment on the Sound-Scriber "Monitor."

cars vs scholarship

Teenage Drivers

What happens when teenagers get behind the wheel of a car? We know they have more accidents than any other age group. Now a study conducted by the Allstate Insurance Companies shows a correlation between driving and school work. As driving goes up, grades go down.

by Gerald Kaminski

PARENTS who do not wisely regulate their teenager's use of the car are endangering his high school grades, his future and, perhaps, his life.

This was the main finding of a study undertaken to determine the automobile's influence on teenage behavior. Conducted by the Allstate Insurance Companies in cooperation with 30 selected high schools throughout the United States and Canada, the study threw a searchlight on the academic, driving and social habits of 20,000 junior and senior youngsters.

Judson B. Branch, Allstate president, called the research a realistic approach to the problem of youthful drivers. As a group they are causing grave concern to parents, educators and law enforcement agencies because of unusually high accident rates, he said.

The study points up the basic importance of parental control of the teenager.

"Parents simply must realize the urgency of exercising more authority over their teenagers in the matter of how and when they drive," Branch said.

Underlining the accident problem among youthful drivers, Branch said that their involvement rate is about twice as high as the average adult, and the average severity of their accidents is also considerably higher. Furthermore, *most* of the youngsters—not just a few—are involved in accidents.

"It's simply not true that a small minority of the youngsters are responsible for most of the accidents," he explained. "Repeaters aren't the major problem, for we have found that those who have accidents today usually aren't the same ones who have the accidents tomorrow."

Confirming the car-grades situation, the study points out that amount of car usage has a direct relationship to academic standing. Driving a car does not in itself have an adverse effect on grades, but when the use of the car is permitted to infringe on school work, serious problems develop.

Grades started to suffer when the car was used more than two days out of the five day school week, Allstate's research disclosed. Those who used the car at least four days were more than twice as likely to be D or worse students than the two-day users. But the best records of all were made by stu-

Today, 6,000,000 teenage drivers, 9,000,000 by 1970

dents who confined their car use strictly to weekends.

The poorest students were those who drove their own cars, according to the study. Holding a job to support a car affected the teenager's attitude toward school, and the curtailment of study time created by the job-car combination led to a vicious circle. Of students spending six dollars or more per week on car support, only 1 per cent were A students, while among those who spent three dollars or less the ratio of A students was four times as high.

Other findings on the grade-car relationship:

- Good students who yield to the car craze suffer the sharpest drop in grades.
- The longer a car has been owned, the less the chance of a boy being a good student.
- By far the greatest scholastic damage occurs when the high school junior obtains a car.
- Among students with neither car nor job, there are twice as many A and B students as among students having jobs and cars.
- The more evenings a car is used, the more likely it is that grades will fall.

Parents who try to use the promise of a car as an incentive to boost lagging grades and interest are likely to find their efforts back-firing on them. Lack of interest in school work plus a car usually makes for scholastic disaster.

"In a significant number of cases, grades were going down well before the car entered the picture and the car tended only to 'grease the skids'," Branch said.

Going beyond the car-grade correlation, the study pointed up some other interesting facts about teenage drivers and their attitudes.

- Of the students surveyed, 52.1 per cent had taken a high school driver education course.
- Of those who had not taken a driving course, only 50.2 per cent said that they would like to take such a course.
- Of the students surveyed, 72.4 per cent said that they had learned to drive. (Another 16.8 per cent said that they had partially learned.)
- The study showed also that 58.5 per cent of the students had regular driver licenses. (Another 13.3 per cent had temporary licenses or permits.)
- Social driving in the evening was indulged in by 55 per cent of the students.
- The students owning their own cars made up 18.3 per cent of those surveyed.
- Students who drove their parents' cars made up 65.3 per cent of those studied.
- And 20.9 per cent of the students said that they frequently drove a car other than their own or their parents'.
- Of the students surveyed, 17.4 per cent thought that most teenagers are more careful drivers than most adults. Only 13.3 per cent of the students thought that most teenage drivers are not as careful as most adults.
- Of the students surveyed, 50 per cent thought that most teenage drivers drive too fast, and 57.6 per cent said that they felt only a relatively few teenage drivers are bad drivers.
- Finally, 45.2 per cent of the students said that most teenage drivers are as careful as most adult drivers.

These last figures are particularly interesting. They point to the probability that when teenagers and adults talk about safety, they are not talking the same language. In their multiple answer selections, many of the students saw no contradiction in saying that most teenagers drive too fast but that only a few teenagers are bad drivers.

"Don't be deluded into an attitude of unwarranted trust in your teenager's driving habits," Allstate warned parents. "Trust his honesty but not his immaturity. Many youngsters have their own definition of safety, and all too often it's far different from an adult definition."

As a result of the study, Allstate has concluded that the one element of cardinal importance in the teenage driving problem is parental control.

In an open letter to parents, Judson B. Branch refers to a safety worker who said that the problem with teenage drivers can be summed up in the statement, "If only we could reach them."

"We disagree," Branch said. "We think it's the parents, and to paraphrase the comment, we might add, 'If only we could reach *them*'."

EVERYONE—PARENTS, SCHOOL OFFICIALS AND DRIVERS —IS CONCERNED WITH THE SAFE OPERATION OF . . .

MANY motorists step down a little harder on the gas when they see a school bus. They say to themselves, "I'll hurry and pass while I can." Their unwillingness to follow cautiously comes from their knowledge that they will be detained while the bus goes through the routine of stops and starts necessary to deliver its precious cargo.

Over 10½ million students travel over a million miles annually in some 156,000 school buses. This means it costs about $385 million to provide service for the one out of every four U.S. students who depend upon school buses. It is estimated that, at the current rate of growth, school bus fleets will top 200,000 buses and roll up over two billion miles annually by 1965.

School buses have accidents, too. In 1958, they were involved in 7,186 of them; 29 students were killed and 1,580 were injured. Another 35 were killed while crossing a highway to board or leave a school bus.

Many of these accidents were caused by motorists who did not know how to act properly in situations concerning a school bus. Many of the motorists involved were not aware that they were to come to a full stop when they approached a standing school bus. Others stopped for a moment but did not wait for the bus driver's signal to proceed with caution. Still other motorists did not watch for children crossing the road. (The exception to this rule: you need not stop for a school bus when traveling on a divided or controlled-access highway if the bus is stopped on the other side of the median strip.) School bus laws can vary considerably from state to state and it is best to consult your own state's laws concerning them.

Buses are not always used, so be watchful for station wagons, panel trucks and private autos which serve in many areas to transport children. These vehicles may be any color and possibly without identifying markings.

The School Bus

A school bus is usually painted a bright yellow. It carries sign[illegible] fore and aft, in six to eight inch high bold black letters, reading, SCHOOL BUS. Most buses carry flashing signal lights on both the front and back, which may change in color from red to amber. A school bus may have a one arm sign on the left side called a stop arm.

It is essential for school buses to have an all-steel body and to be equipped throughout with safety glass. School buses should have four wheel brakes. Each bus should carry a fire extinguisher. Buses should be inspected, at least annually, by trained personnel. When loaded, school buses should never exceed the manufacturer's gross vehicle weight rating.

The School Bus Driver

Good physical condition and freedom from communicable diseases is important for school bus drivers. Pre-employment and subsequent annual physical exams are recommended. Drivers should

be thoroughly trained for their jobs and should understand completely their duties and responsibilities. Drivers should make every effort to have their buses parked at the place where students regularly board them, before school closes for the day. It is important that drivers supervise seating and do not tolerate horseplay. The driver should make a simple inspection of his bus before each run.

With the vehicle in motion: the school bus driver should be aware of how important it is that he give *adequate notice* of his intention to stop. It is also vitally important that the driver does not exceed a speed that is both reasonable and proper in terms of existing road and weather conditions. Furthermore, school buses are one of those vehicles that are required to stop at all railroad crossings.

The School Bus Passenger

When approaching loading zones, students should walk on the left hand side of the road, facing traffic. When boarding, they should not push or shove, but take their seats immediately. Passengers should stay seated while the bus is in motion.

Passengers should be instructed in the use of the emergency exit door and the operation of "kick-out" windows. They should know the location of the emergency brake, the ignition switch and the fire extinguisher and how to operate all of them.

Passengers who must cross the highway after alighting from the school bus should cross in front of the vehicle on a signal from the driver or a member of the school bus patrol. (One state, however, requires students to cross from the rear of the bus.)

The School Bus Patrol

Many school bus systems utilize school bus patrols to aid drivers. Members are recruited among student riders with good attendance records, and are usually assigned two to a bus. Those chosen are generally students who live at the end of their bus route, so they will be on the buses for the maximum amount of time. Patrol members are used to maintain order. Another of their duties is to make passengers stay in their seats and keep their heads and arms inside the bus. They also supervise loading and help pupils who must cross the highway.

Patrol members are vitally important to the success of emergency evacuation plans and plans devised to operate in case of a breakdown on the highway. Their help is invaluable when they are trained to act in case the driver becomes incapacitated.

Many schools use a bus conduct code that is often written by bus patrol members or drawn up by them from suggestions submitted by the entire student body. Such a code is especially valuable when school buses are used for extended service such as athletic events, field trips, etc. A conduct code is useful in taking steps against vandalism and horseplay aboard school buses.

School Bus Operation

It is wise to formulate a school bus emergency evacuation plan. Such a plan, however, is relatively ineffective unless drills are conducted regularly.

Buses should be routed with the following in mind: if possible they should be kept off high speed roads and run during the daylight hours when loaded. They should avoid dangerous intersections and crossings. (Drivers should be cautioned against backing up their buses without proper guidance from someone on the ground.) Loading zones should be located off the roadway when possible.

If special or contract buses are used, they should be required to meet standards established for regular school transportation.

Effort should be made to instruct pupils to reach loading zones as close as possible to the time at which the bus is due to arrive, so that they do not constitute a traffic hazard.

Specific crossing instructions should be given to pupils, but the need for self reliance should be emphasized.

For further information concerning school bus operations, contact National School Bus Safety Service, Membership Dept. National Safety Council, 425 N. Michigan, Chicago 11, Ill.

(Reprints of this Fact Sheet are available. See page 28.)

Bigtown Traffic Tangle

Some hard, cold facts about New York's traffic problems —and some down-to-earth suggestions for their solution

by William Randolph Hearst, Jr.

The chairman of the President's Committee for Traffic Safety gave this talk at the Greater New York Safety Council 30th Annual Convention and Exposition.

IT IS difficult even to contemplate New York City's traffic safety problems without developing a certain amount of cynicism and despair. The cynicism comes from watching many of New York's motorists and pedestrians in action, the despair from remembering how often we've talked about this same subject in the past and what little good it did.

While hope springs eternal and all that, there comes a time when New York City will have to admit that it doesn't give a hang about the number of citizens who are killed or maimed in traffic accidents—or else embark on a real program to improve its shoddy record in traffic safety.

It would take more hours than you're willing to listen—or I'm willing to speak—to spell out all of New York City's traffic safety problems. There are at least four major causes: congestion—tremendous concentration of people and vehicles, an apathetic citizenry, lack of a strong, unified citizen safety organization, and an unwillingness to spend enough money. No matter how competent city traffic agencies may be, they can't do the job without citizens' support.

I know there is a tendency to believe that any problem can be solved with a liberal transfusion of dollars. I'm not saying that. But we must recognize that traffic safety cannot be a "something for nothing" proposition either, and it is too much of a coincidence that other cities who *do* spend money on traffic safety have successfully overcome many of *their* traffic safety problems. In a recent year, when there were three citizen safety organizations for New York City, all three had an aggregate budget of $165,000. That's something like two cents per year per resident spent on *all* phases of safety, not just *traffic* safety.

During the same year, Chicago, Detroit and Los Angeles—whose combined population is about the same as that of Metropolitan New York—spent an aggregate of more than $500,000 on the needs of their citizen safety organizations.

Look now at results. In 1959, New York City's traffic death rate per 10,000 registered vehicles was 5.1. Chicago and Los Angeles posted figures of 3.0 and 2.9. Detroit's was even lower at 2.8.

It becomes downright ridiculous when you think that New York is spending $165,000 on all citizen safety work, in the face of an annual cost of traffic accidents alone that has been estimated at 500 *million* dollars. And congestion probably costs more than *that*. I won't attempt to evaluate the cost of traffic accidents in terms of human misery. No one can.

Another urgent need in New York is a really effective citizen safety organization—*one* organization, not three or six or a dozen. That need, and the need for money, add up to a "which comes first, the chicken or the egg" dilemma. I'm inclined to believe the strong organization must come first, and I certainly hope it emerges from this Greater New York Safety Congress.

There's no denying that this city *does* present obstacles to the success of a citizen safety organization that are less important—if, indeed, they exist —in other large communities.

Pictured at Esso Safety Foundation Luncheon held in connection with Greater New York Safety Council Convention, are: (seated l. to r.) S. P. Kennedy, comm., New York City Police Dept.; Marion Harper, pres., McCann-Erickson, Inc.; T. T. Wiley, comm. of traffic, New York City; O. V. Tracy, pres., Esso Standard; William Randolph Hearst, Jr.; (standing l. to r.) R. O. Goodykoontz, v. p., Esso Standard; W. S. Hults, comm., New York State Dept. of Motor Vehicles; W. G. Johnson, gen. mgr., National Safety Council; Dr. N. C. Kiefer, pres., Greater New York Safety Council, and J. J. Hall, dir., Esso Safety Foundation. New York City's traffic safety problems were discussed.

Most notable among them is the lack of large manufacturing industries. Such industries can and do provide magnificent cooperation with citizen safety groups and with public officials elsewhere. New York, on the other hand, is a city of headquarters and of multitudinous small employers who have not placed traffic safety very high up on the priority list.

Another deterrent to traffic safety success is what we love to think of as our cosmopolitan outlook. We tend to be concerned with national and international objectives and problems—which only befits a city of New York's prominence—but in the process we downgrade interest in the purely local as the mark of the provincial hick. Except for taxes, of course, which sort of transcend boundaries as a subject of intense importance.

Just look out a window at Manhattan traffic practically any time during the day, and you can see this "cosmopolitan" attitude in action. It manifests itself in countless little bullfights between the matador-pedestrians and the snorting bulls, represented by motor vehicles.

I said earlier that our citizens are apathetic about traffic safety. That's a downright understatement, considering the gusto and verve with which many of them set about getting killed or injured. It is a grim game, with the red-and-green traffic signals apparently serving as little more than cheery reminders of Christmas.

Of course this is not true cosmopolitanism. It is simple childishness masquerading as the free spirit, and why it afflicts New Yorkers to a greater extent than the residents of other cities is something I've never fully understood. Without question, though, some of this attitude stems from a long-time lack of cooperation between public officials responsible for traffic safety and the citizens whom they are trying to keep alive. Here again is an argument for the strong citizen safety organization, which can bridge the gap dividing the public official from the average New Yorker.

Now that I've gone into a few of the basic problems, it is only fair that I give New York its due. There *are* leadership possibilities available here that are second to none and have never been fully tapped for traffic safety.

The utilities and a significant number of larger employers have upheld high safety standards over the years. Also, there are countless capable men and women here who love New York and do realize the effects of traffic accidents and traffic strangulation on the city's economic future.

There are the media groups—the newspapers, radio, television, outdoor advertising and others—that have often put their weight behind safety efforts in the past and will gladly do so again. Likewise, there are labor, religious, youth, parents, women's and professional groups that would participate fully in a balanced safety program and could no doubt provide many of its leaders. Unquestionably, you can think of many other civic assets to a safety program here. No, I'm not forgetting about the Esso Safety Foundation, whose fine work has become such a tradition that we *expect* good things from it as a matter of course.

Business has a bigger stake in this than it may realize. I'm not speaking only of those businesses whose employes work in the city, but of the industries that are located elsewhere and do a tremendous dollar volume of business here. The continuation of this volume is by no means assured, unless New York can fight its way out of the traffic crisis before economic gangrene sets in.

For executives of businesses located here, I would suggest the reading of an article in the February issue of *Supervisory Management* magazine. It is the report of a Du Pont safety campaign and relates how their on-the-job training program has reduced off-the-job accidents. Du Pont's *traffic* safety efforts reaped off-the-job benefits that are almost fantastic. During the

To Page 48

Murder in the Afternoon

FROM first to last I saw it.

It was a Sunday afternoon. I watched the murder from a peculiar and horrible vantage point. The driver crashed his car at 60 m.p.h. into a wall of steel. I was behind that steel wall—looking down through the train window as his car hit directly under me.

We were coming south, just outside of Lapeer, Mich. I was idly watching as a car approached down a long road that angled widely toward the track.

I wondered why the car was coming so fast. One big crossing blast had already sounded. And the driver wasn't slowing.

There was a second, harder, urgent blast. The engineer was sitting on the horn. The car sped on at full speed. My right hand reached to hold the seat ahead—my eyes said he would hit by my window. I knew it was death. I watched every awful second. And then it happened.

The hood of the car smashed right under my face like an explosion. Something rammed the floor up in a broken hump under my feet and jolted me up off the seat. There was a grinding, dragging something coming along with us, fastened to the side of the train.

Some hundreds of yards farther on the train came to a stop. There were eight people lying back along the tracks, six of them children. They said the baby looked like a lovely big doll lying there between the rails.

Next time you drive, please remember this man who drove at 60 m.p.h. into the side of a steel train.

—*Margaret Chute*
public relations consultant
Cleveland, Ohio

INVENTORY SHOWS WHO'S TOPS

Virginia leads states—Saginaw, Mich., paces cities

SAGINAW, Mich., and the state of Virginia topped the nation in traffic accident prevention efforts in 1959. For their outstanding performances they have been granted the Award of Honor in the National Safety Council's Annual Inventory of Traffic Safety Activities.

In making the award—its highest honor in the traffic safety field—the Council said that both Saginaw and Virginia had outstanding programs in maintenance and use of accident records, school traffic safety education, public traffic safety education, police traffic supervision, traffic engineering and traffic courts, and in the organization of citizens and officials for effective traffic safety activity.

Virginia also did outstanding work in driver licensing and motor vehicle inspection.

In addition to the Award of Honor, Saginaw and Virginia received Certificates of Achievement for outstanding traffic safety activities during the year. Both also showed significant reductions in 1959 in the number of traffic deaths as compared with their averages for the previous three years.

The Council's second highest traffic safety award, the Award of Merit, went to one state—Ohio—and to seven cities: Detroit, Mich., Kalamazoo, Mich., Los Angeles, Calif., Milwaukee, Wis., Newton, Kan., Philadelphia, Pa., and Seattle, Wash.

Ohio and the seven cities receiving the Award of Merit—given for commendable performance in accident prevention and traffic management—also were awarded Certificates of Achievement in one or more Inventory categories, such as public education and maintenance of accident records.

Twenty-two states, in addition to Ohio and Virginia, won Certificates of Achievement. They were Arizona, California, Colorado, Connecticut, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, Minnesota, Mississippi, New Jersey, New Mexico, North Carolina, Pennsylvania, Utah and Washington.

Certificates of Achievement went to 301 cities and one metropolitan area.

Forty-nine states, two metropolitan counties and 1,158 cities—including Calgary, Canada, and Vasteras, Sweden—participated in the 1959 Inventory.

In addition to Council awards, further recognition will be given some of the cities and states at a later date by four national organizations which cooperate in the Inventory program.

The American Bar Association will present awards for outstanding traffic court programs, the American Association of Motor Vehicle Administrators for driver licensing, the Institute of Traffic Engineers for traffic engineering, and the International Association of Chiefs of Police for police traffic supervision.

The committee of judges for the

To Page 49

Judges debate a point as they examine records of participating states and cities.

News from CAPITOL HILL

Top level federal officials are working on the total transportation problem. The Secretary of Labor called for "a fundamental overhauling of the Interstate Commerce Commission and the laws that govern transportation." He saw the need for "an over-all approach on the part of the federal government." The Undersecretary of Commerce for Transportation, in pursuance of views expressed in the report of the Secretary of Commerce on transportation policy said:

"The regulatory commissions must be relieved of their detailed chores. . . . In our transportation report we recommended a steady time-phased elimination of detailed control by regulatory bodies over . . . the conduct of carrier businesses."

The ICC, in a motor carrier accident investigation report, promised continued activity to prevent the improper use by drivers of sleep-preventive drugs, and a "vigorous administrative and enforcement program" to obtain compliance with its safety regulations by all carriers subject to them, including non-certificated carriers.

Russell I. Brown To NSC Board

Russell I. Brown, president of the Insurance Institute for Highway Safety, has been elected a member of the board of directors of the National Safety Council.

Brown, a native of Iowa, was appointed the first president of the insurance safety organization last July. Prior to this appointment he was commissioner of public safety of Iowa and helped to bring about a substantial reduction in the state's traffic deaths.

Holder of a master's degree in safety education from the Center for Safety Education of New York University, Brown served on the National Safety Council's staff, in the school and college division, from 1952 to 1955.

NEW NSC APPOINTMENTS

The National Safety Council has added two new members to its field service staff. They are John P. Fleming and William H. Franey.

J. P. Fleming

Fleming, who will be NSC's district director for Indiana and Illinois, is a native Chicagoan and graduate of Lindblom Technical High School. He was with the Illinois State Police from 1950 until he joined the Council, except for three years of military service. His duties with the state police included traffic safety education, recruit training and police administration and supervision.

From 1951-53 he served in the U. S. Army, assigned to military police and infantry officer duties in Japan. He is a member of the military police reserve, the Illinois Police Association and the Veterans of Foreign Wars.

Fleming will maintain headquarters at 11234 S. Fairfield Ave., Chicago.

Franey has been named district director for New York State. He comes to the Council from the Insurance Institute for Highway Safety.

Robert J. O'Donnell will remain the Council's district director for New York City.

W. H. Franey

Franey attended Teachers College at Cortland, N. Y., and Syracuse (N.Y.) University. While a captain with the Syracuse Police department he attended and was graduated from the "long course" in police training given by the Northwestern University Traffic Institute in Evanston, Ill.

He was director of the enforcement section of the Association of Casualty & Surety Cos. before joining the Insurance Institute for Highwav Safety as a traffic consultant.

Franey will live at 112 Parsons Rd., Camillus, N. Y.

COMING EVENTS

July 11-15, Denver, Colo.

Traffic Court Conference. University of Denver. Contact James P. Economos, American Bar Assn., 1155 E. 60th St., Chicago 37, Ill.

Sept. 12-16, Knoxville, Tenn.

Traffic Court Conference. University of Tennessee. Contact James P. Economos, American Bar Assn., 1155 E. 60th St., Chicago 37, Ill.

Sept. 12-15, Chicago, Ill.

Annual Meeting of Institute of Traffic Engineers (Edgewater Beach Hotel). Contact David M. Baldwin, Institute of Traffic Engineers, 2029 K. St., N.W., Washington 6, D. C.

Sept. 15-16, Rockland, Maine

Thirty-third Annual Maine State Safety Conference. Samoset Hotel. Contact Arthur F. Minchin, secretary, Department of Labor and Industry, State House, Augusta, Maine.

Sept. 22-23, Baltimore, Md.

Governor's Annual Safety Health Conference and Exhibit. Hotel Emerson. Contact Joseph A. Haller, executive chairman, Safety Conference, State of Maryland, 301 W. Preston St., Baltimore 1, Md.

Sept. 26-30, Nice, France

Fifth International Traffic Safety Week.

Oct. 3-5, Nice, France

International Road Safety Congress. Contact World Touring and Automobile Organization (OTA), 32 Chesham Place, London, S.W. 1, England.

Oct. 10, Washington, D. C.

Ninth Annual Commissioners' and Governors' Conference on Metropolitan Washington Traffic Problems. Statler-Hilton Hotel. Contact Anthony L. Ellison, executive secretary, Metropolitan Area Traffic Council, 301 C St., N.W., Washington 1, D. C.

Oct. 17-21, Chicago, Ill.

Forty-eighth National Safety Congress and Exposition (Traffic Sessions—Congress Hotel). R. L. Forney, secretary, National Safety Council, 425 N. Michigan Ave., Chicago, Ill.

LABOR PLANS SAFE HOLIDAY

THIS year, organized labor will conduct its second nation-wide campaign for a safe and sane Labor Day holiday. The objective of the campaign is to greatly reduce the usual toll of hundreds of deaths and thousands of injuries resulting from traffic, home and recreation accidents. Most victims who suffer the pain and sustain losses from Labor Day tragedies are workers and their families.

P. L. Siemiller, vice president for labor of the National Safety Council in commenting on the accident situation over Labor Day, said, "Labor Day was established as a national holiday to recognize and honor the workers of our country. Gatherings, picnics and parades of workers and their families to appropriately commemorate labor's progress are in the spirit of the holiday. The needless tragedies resulting from accidents during the Labor Day weekend are a desecration of the purpose and spirit of the holiday."

The extensive labor press will urge safety in driving and recreational activities; labor leaders will emphasize safety in talks on radio and television, and local union officials will urge safety on the streets and highways and elsewhere in messages to members at meetings and through local union publications.

Campaign publicity will particularly emphasize the hazards of excessive speed, driving after drinking, and other major causes of serious traffic accidents. A fact sheet on water safety will emphasize the precautions required to safeguard small children from drowning and will describe other precautions to be taken when swimming, boating and fishing.

The cooperation of the churches, employers, and government officials and local councils will be enlisted. Churches will be requested to point out the significance of Labor Day, the high accident toll, and the need for safety.

Materials Available

Local union safety committeemen have an important part in the campaign. To assist local unions in conducting an aggressive Labor Day safety program, the labor division of the National Safety Council will provide a packet of materials. These packets will be sent automatically to labor members of the Council and will be available free to non-member unions and other organizations on request. Requests should be addressed to the Labor Division, National Safety Council, 425 N. Michigan Avenue, Chicago 11, Ill.

The campaign is directed by a steering committee. The chairman is James A. Brownlow, president, Metal Trades Department, AFL-CIO.

Other members are George T. Brown, assistant to the president, AFL-CIO; Gordon H. Cole, editor, the *Machinist;* Charles Ferguson, safety director of the United Mine Workers of America; Harry W. Flannery, radio coordinator, AFL-CIO; Richard C. Howard, president, International Labor Press Association; Mrs. Elda Luebbert, secretary-Treasurer, AFL-CIO Auxiliaries; Saul Miller, director of publications, *AFL-CIO News;* P. L. Siemiller, general vice president of the International Association of Machinists and vice president for labor of the National Safety Council; and Richard F. Walsh, president, Alliance of Theatrical Stage Employees and Moving Picture Machine Operators and chairman of the AFL-CIO Safety and Occupational Health Committee. G. G. Grieve, director of the labor division of the National Safety Council is secretary of the committee.

Radio Station WJOB, East Chicago, Ind., publicized the Labor Day Safety Campaign by presenting a discussion on its Labor News and Views program. Participants were: Richard Nischan, Morton High School, Hammond; Chuck Smith, commentator; Kenneth Kovack, United Steelworkers Local 1010; Judith Carlson, Griffith High School, Griffith, and Penny Gordon, Washington High School, East Chicago. Program is typical of media support.

NSC's Traffic Conference Proposes New Award Program

Dwindling public interest in the Citation Award Program sponsored by the Traffic Conference has led to the program's being discontinued. The Citation Awards recognized individuals and civic, business, and government organizations which contributed to the cause of traffic safety.

In order to continue proper recognition for those individuals who are doing an unusually superior job in promoting traffic safety, the Conference has proposed a new award program. An award is to be given each year to an individual who makes a most outstanding contribution to traffic safety. Nominations for the award are to be presented to the Conference Executive Committee by a member of the committee. The proposal is currently being studied by the Council's Awards Committee.

NEVADA'S "WALK THRU"

by James Sale

A SCHOOL safety education program now in its second year has found statewide approval in Nevada. The program, called the "Walk Thru" because of the pedestrian participation of elementary school children using the program, has the wholehearted endorsement of students, educators and safety council people alike.

The program was initiated by the former managing director of the Nevada Safety Council, William Jorgenson, in 1958. In that year 40,000 of the state's elementary school children were "walked thru" the course in Nevada's schools.

In July of 1959 plans were made to have the miniature traffic signs and control devices manufactured and kept in each of the schools. The Hawkins-Hawkins Co. of Berkeley, Calif. agreed to undertake the job of producing 12-inch replicas of standard traffic control signs. Included in the sets of signs are a stop, a yield right-of-way, a railroad crossing warning, a slow, a stop-for-pedestrians, a signal ahead, a 25 m.p.h., two right turns, three left turns and a signal head.

The signs are constructed of .050 gauge aluminum, about the thickness of 18 gauge steel, and weigh about 12 ounces each. The signal head was designed to eliminate any moving parts or electricity by shaping the metal into a triangular tube 17 inches high and seven inches across each face. On each of the three faces of the triangle "lenses" are painted, so that by turning the device a red, yellow or green "lite" is displayed. The signal head is supported by a one inch wooden dowel which rests on the floor.

A typical Walk Thru program goes something like this, with variations to suit the age group of the children: Twelve students are selected to serve as "sign posts" and are stationed in a hollow square. Another student is chosen to operate the signal head and two more to serve as policemen. At this point one or more students are asked to act as demonstrators. The demonstrators are walked around the square, sign by sign, and are told to carry out the instructions on each. During this operation the adult course director explains each sign, its purpose and the action required on the part of the child.

The class is then walked thru the course.

Humorous limericks on safety and other warm-up methods are used to gain the quick cooperation of the children. This makes it possible to run large groups through the course in minimal amounts of time.

Early this year, at a meeting of the Nevada Safety Council's school safety division, it was agreed that the program should be established in all of the elementary schools in the state, and that a set of signs should be provided for each school. At the first Walk Thru course of the 1960 season, which was held at the McGill elementary school near Ely, the signs were sponsored by the two American Legion Posts in that area, the White Pine Post No. 3 and the Ruth Post No. 33. In Las Vegas, the first set was sponsored by the Southern Nevada

To Page 44

James Sale is managing director of the Nevada Safety Council.

BOOSTERS

USE THESE AIDS . . .

FACT SHEETS steal the show everytime!

Boat Trailers (329.96-2)
Driver Improvement Schools (329.96-3)
Traffic Law Uniformity (329.96-4)
Use of Turn Signals (329.96-5)
Your Responsibility in an Auto Accident (329.96-7)
The Man with a License to Kill (329.96-8)
Drinking and Driving (329.96-9)
Vote for Driver Education (Driver Education in High School) (329.96-10)
Stopping Distances (329.96-11)
How to Park Your Car (329.96-12)
Driving on Superhighways (329.96-13)
Children in the Car (329.96-14)
Traffic Courts on Trial (329.96-15)
Tips on Mountain Driving (329.96-16)
Is Your Car Sick, Sick, Sick? (Vehicle Maintenance) (329.96-17)
Smart Drivers Use Seat Belts (329.96-18)
Driving Tips From the Pros (329.96-19)
The Yield Sign and Flashing Lights (329.96-20)
Uncontrolled Intersections (329.96-21)
Chemical Tests Protect You (329.96-22)
It's Called City Driving (329.96-23)
The Case For Traffic Enforcement (329.96-24)
Traffic Accident Facts (329.96-25)
Buying A Car? (329.96-26)
Night Driving (329.96-27)
Accident Records (329.96-28)
When Your Car Stalls (329.96-29)
Rural Driving (329.96-30)
Good Vision Protects You (329.96-31)
Good Visibility Is A Must (329.96-32)
Keep Your Eye on Your Tires (329.96-33)

Order by title and stock no., e.g. **Boat Trailers** (329.96-2). TRAFFIC SAFETY reprint prices: minimum order 50, each: 50, $.05; 500, $.035; 1,000, $.028; 5,000, $.025; 10,000, $.02.

Summertime Driving

During the summer almost everyone gets out on the road more often. Whether it's a day in the country on a family picnic, a weekend excursion, or a long haul vacation trip, many people are getting back on the road after a long winter when driving was held to a minimum. They may need to be reminded of a few things. TRAFFIC SAFETY fact sheets are just the thing for them.

Boat Trailers are a familiar sight on the roads. What special driving problems do they cause, and what special precautions should drivers take when a trailer is hitched to the back of the car? Stock No. 329.96-2.

Use of Turn Signals. Many drivers fail to use their turn signals properly. Some drivers don't even use them. Here's the *when* and *how* of using turn signals. Stock No. 329.96-5.

Stopping Distances. City drivers, when they get out on open roads, often forget they need more room to stop when they are driving at highway speeds. Stock No. 329.96-11.

Driving on Superhighways makes travel faster and more convenient, but it also means a different kind of driving. What kind of driving—and what kind of drivers—do we need for the new super roads? Stock No. 329.96-13.

Tips on Mountain Driving. These will help the driver on his first trip into the hills. Stock No. 329.96-16.

Driving Tips from the Pros gives helpful information to the average motorist—based on the experience of professional drivers. Stock No. 329.96-19.

Uncontrolled Intersections. Any intersection is a potential danger spot, but uncontrolled intersections are especially hazardous. The wise driver knows how to anticipate trouble at these intersections. Stock No. 329.96-21.

Night Driving plays tricks on the eyes, tricks that can have serious consequences.

MATERIALS

ORDERS FOR NEW POSTERS SHOWN CANNOT BE SHIPPED UNTIL AFTER SEPTEMBER 1

Everyone driving after dark should know certain things about the difference between day and night driving. Stock No. 329.96-27.

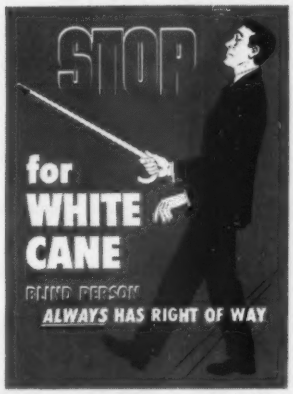
Rural Driving can be a foreign experience to city drivers who are used to the low speed starting and stopping of urban traffic. City drivers have to be careful to make the necessary adjustments for highway driving. Stock No. 329.96-30.

These are only a few of the TRAFFIC SAFETY fact sheets which can help drivers go about their business more efficiently and more safely. Look down the list on the opposite page.

The prices are reasonable too.

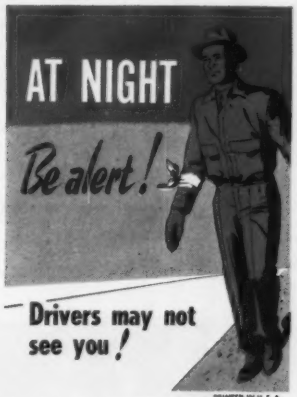
Fun on a Bike—Thirteen basic safety rules for bicycle riders. Eight pages, two colors. Stock No. 399.93. Each: 50, $.039; 500, $.034; 1000, $.03; 5000, $.028.

NEW TRAFFIC POSTERS FOR OCTOBER POSTING



©NATIONAL SAFETY COUNCIL

T-1974-C 25x38
T-1975-A 8½x11½

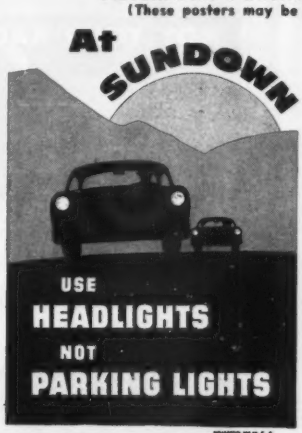


©NATIONAL SAFETY COUNCIL

T-1976-B 17"x23"

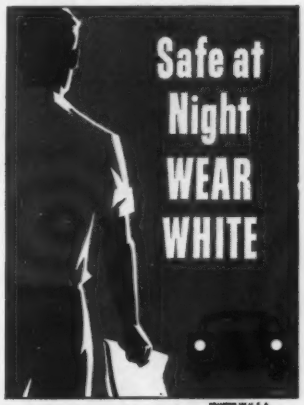
ALTERNATE POSTERS FOR OCTOBER POSTING

(These posters may be ordered for immediate delivery)



©NATIONAL SAFETY COUNCIL

T-1407-C 25"x38"
T-1408-A 8½"x11½"



©NATIONAL SAFETY COUNCIL

T-1409-B 17"x23"

PRICES FOR ABOVE POSTERS

Traffic Posters—T-prefix to number

	1-9	10-99	100-999	1000-4999*
A Size	$0.17	$0.12	$0.07	$0.06
B Size	.30	.20	.165	.132
C Size	.40	.30	.24	.22

YOUR CREDIT LINE can be imprinted at time of the press run on Traffic B and C posters only. Orders for imprints on October posters above must be received by August 10, 1960.

Imprinting charges for these posters are $2.25 per lot plus an initial charge for each electroplate of $21.00 for C poster imprint and $12.50 for B poster imprint.

*Write for prices on quantities of 5,000 or more for special rates on annual poster orders.

PRICES SHOWN ARE SUBJECT TO A DISCOUNT OF 10% TO NATIONAL SAFETY COUNCIL MEMBERS

FLEET POSTERS

POSTER PRICES

Posters illustrated on these pages are included in the automatic Motor Transportation poster services. Automatic poster sets are available on yearly subscription that provides (4) subjects per month viz. (2) "A" size (8½"x11½") and (2) "B" size (17"x23"). Automatic service is provided in the following categories:

City Truck	City Bus	Annual price 1-4 sets, $9.90; 5-49,
Intercity Truck	Intercity Bus	$7.80; 50 or more, $6.44.
Sales Truck	Taxicab	
Truck Terminal	Bus Terminal	

Posters are available for individual selection at the following prices:

	1-9	10-99	100-999	1000-4999*
A size, any selection	.17	.12	.07	.06
B size, any selection	.32	.23	.195	.155

All prices shown are subject to a 10% discount to National Safety Council Members. *Write for prices on quantities of 5,000 or more. See page 29 for prices of posters with T-prefix.

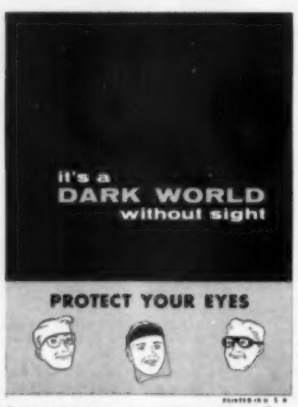
V-1925-B 17x23

0373-A 8½x11½

1423-A 8½x11½

1067-A 8½x11½

9564-B 17x23

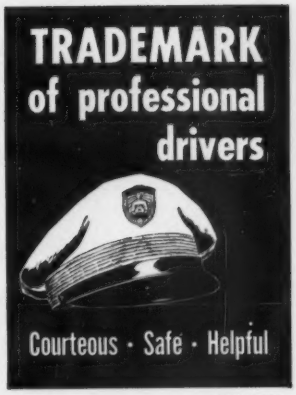


1174-B 17x23

1424-A 8½x11½

©NATIONAL SAFETY COUNCIL

V-1926-A 8½x11½



©NATIONAL SAFETY COUNCIL

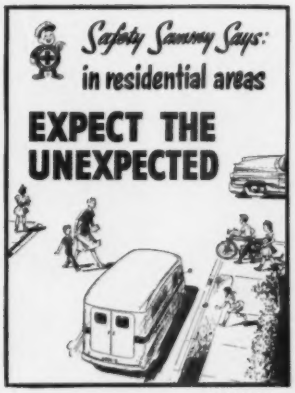
V-1927-A 8½x11½

NATIONAL SAFETY COUNCIL

V-0291-B 17x23

NATIONAL SAFETY COUNCIL

V-8236-B 17x23



NATIONAL SAFETY COUNCIL

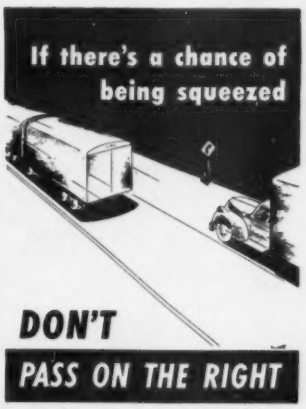
V-0442-B 17x23

©NATIONAL SAFETY COUNCIL

V-0803-A 8½x11½

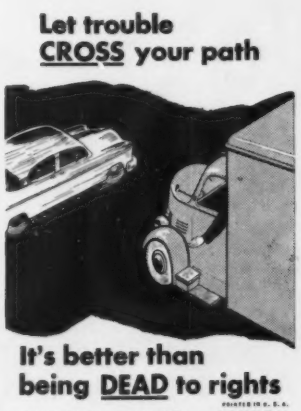
NATIONAL SAFETY COUNCIL

V-8736-B 17x23



NATIONAL SAFETY COUNCIL

V-8770-B 17x23



NATIONAL SAFETY COUNCIL

V-9996-B 17x23

SAFETY ON THE NYCTA LINE

The New York City Transit Co. hits safety across the board—on and off the job, in all departments. It pays off big.

by Charles L. Patterson

SOME YEARS AGO one of our shop supervisors, walking by a lathe at which a workman was turning a metal part to size, got a peculiar feeling that something was wrong. It was nothing he could put a finger on. The man was properly goggled and following approved procedure. But the supervisor had an almost intuitive feeling that something was wrong in the picture.

A half hour later, walking by the same spot, the same feeling assailed him. This time he stopped and watched carefully for a few minutes. This time he got it.

The lenses had been taken out of the goggles!

On questioning, the man explained he'd taken out the lenses. Why? "They're always getting smudgy," he explained.

"But why wear goggles at all?"

"Rules," the workman explained innocently. "Rules say I've got to wear 'em."

Another time a shop supervisor heard a machine operator grumbling about the scratches on the lenses of his safety goggles.

"Come back to the office with me," the supervisor said, "and I'll issue you a new pair."

The workman shook his head. "No good. These—" he tapped his scratched, nicked lenses"—are ground to prescription. Gotta have 'em that way."

"Ground to prescription? Using shatterproof glass, I hope."

"Shatter which?" the workman asked puzzled. He'd never heard of such lenses. And, never having heard of them, he was wearing ordinary lenses which were potentially as dangerous as no safety goggles at all.

Well, this can't happen now—for reasons which will become apparent. But these incidents illustrate a point which influences all our safety thinking here at the New York City Transit Authority.

That is, we know that the most brilliantly conceived safety program is utterly worthless unless it reaches, in full, the man who drives a bus, or operates a surface grinder, or performs the most unimportant job in the system. He's the fellow who's going to have accidents, or not have accidents —not the master-mind who dreams up safety programs in an office far removed from the wheel of the bus, the motorman's cab, or the overhauling equipment.

Charles L. Patterson is chairman of the New York City Transit Authority.

It is our conviction that too often good programs, even wonderful programs, fail because they don't get through, in full, to the lowest echelons. Personally I think that a poor program, relentlessly pursued to the uttermost, will yield far better results than the most brilliant scheme which is imperfectly executed.

Here is a classic example of the imperfectly executed program: Some years ago the officers of a large trucking firm discovered that Wednesdays were black days, indeed, for accidents. Week in, week out, the accident score on these particular days ranged far higher than any other day.

But why? Surely the men were no more tired on Wednesdays than Thursdays or Fridays. Their routes—they were assigned to individual runs —were the same. Traffic was no thicker on Wednesdays than Tuesdays, or Thursdays. Why?

Surprising Answer

Searching for the difference, the officers discovered that, on Wednesdays, the men were subjected to a half-hour pep talk before starting on their individual runs. Further searching disclosed that the Black Wednesdays began with the inauguration of the pep talks. No provision had been made to allow the men some compensation, or overtime; they were still expected to complete their runs on schedule.

The result was that, after fidgeting for a half hour—during what was probably a very fine pep talk—the drivers went away lickety-split, sparing the brake and bearing heavily on the accelerator to avoid a caution for lateness.

The subject of the pep talks? You've probably guessed it—safety.

So it is not enough to simply set up an excellent set of rules; neither is it enough to simply talk, talk, talk safety. The workman should not only know the rules; to mean anything, he should know precisely the *why* of the rules. It is not enough to bombard him with safety slogans; he must be given an *awareness* of danger.

This *awareness* is, to our thinking, the most important step of all in achieving a high safety record. This isn't just theory. It can be established in hard, stubborn figures.

In addition to operating the largest bus fleet in the country, the New York City Transit Authority operates the most extensive rapid transit system. Ask which of the thirty-odd thousand employes have the most dangerous job, and you will find little dispute. This doubtful honor goes to the power distribution men.

In a transit system where a five minute delay is serious indeed, where a ten minute power-turnoff can foul up a rush hour, it is impractical to turn off the power while repairing a third rail, as a standard railroad might do.

Thus these power distribution men must drill and weld third rails while they are still live with 600 volts of deadly current. Under many of these circumstances, the men working on these third rails are "live" themselves, protected by a rubber mat upon which they stand or kneel while in the performance of their duties. The mat prevents them from being "grounded."

Now, unfortunately, accidental electrocution happens occasionally. A trackman may fall, touching the third rail. A signal maintainer may absently step on the live rail; indeed, virtually every class of employe—with a single exception—has contributed at least one victim to this type of accident over the 56 years of subway operation.

The exception, of course, is the power distribution men, the very type who work constantly on the third rail itself. The reason is obvious. The PD man is constantly aware that he is working with a lethal electric current. The trackman, the signal maintainer, is apt to forget it.

We have had numerous instances of this. One of our plants, for example, had a bad safety record some years ago. Our safety experts moved in. One of their first actions was an iron-clad rule that each employe had to wear a steel safety hat, colored to indicate his job. Even visitors were forced to don a safety hat, colored white, to make them stand out. Immediately accidents fell off. Not just head injuries, which were not a serious problem in the first place. It was simply that the sight of these bright steel safety hats made all employes conscious of danger.

To Page 50

NSC Sponsors Learn to Swim Campaign

Off-the-job emphasis on water safety can help cut nation's high drowning toll. Council urges industry to support program

by Ralph Kuhli

SUMMERTIME means vacations and more time out of doors. To some 80 million Americans it means swimming, boating and water skiing. With millions taking to the water during leisure hours, it's not surprising that drowning is the fourth leading type of fatal accident. There are still many people who do not know how to take care of themselves in the water—only 12 per cent of the people who participate in water activities annually can be classified as "swimmers."

To focus attention on the importance of swimming skill, the National Safety Council will conduct an "Everyone Learn to Swim" program, supporting existing organizations concerned with water safety. The campaign will look for those who do not know how to swim—will aim for those who do *not* go to camp, enroll in a swimming class, or have other opportunities to learn to swim. Interested governmental agencies, non-official organizations, and business firms are being invited and encouraged to participate in a program designed to reach those who do not yet know how to swim.

The program is specific and life-saving: find the children and young adults who do not know how to swim, and help them get instruction from agencies and organizations in this field. The objective: *Everyone* Learn to Swim.

Ralph Kuhli is the director of the National Safety Council's Public Safety Department.

The Problem

About 40 million people participate in boating, using eight million craft, and there are six million water skiers. Swimming pools have increased in number from 12,000 in 1950 to 250,000 in 1960. There are about a million ponds on American farms and 200,000 are being added each year. About 30 million Americans drop a hook and line of some sort into our waters. Many of these people can swim; the large majority cannot, and these are the ones who need "waterproofing."

Swimming in unguarded areas, especially in lakes, rivers and gravel pits, is the most frequent circumstance in public drownings. Next in importance is wandering, walking, playing, and falling into the water from shore, dock, etc. This type of accident happens most often on the banks of rivers, canals, and park lagoons. Also dangerous is wading in unguarded areas and stepping into a hole.

Drowning takes the highest toll of water transport deaths. Recreational boating in lakes or rivers is by far the chief circumstance in such fatalities. In most cases, the victim falls overboard when the boat upsets or overturns. In some instances the victim is thrown from the boat either by too sharp a turn or by the action of the water.

Some other facts that hold water:

1. Active males fall in the water. For ages five through 44, the accident death rate per 100,000 population for drownings in 1957 was second only to motor-vehicles.

Indiana law requires water ski towboat to carry two people. Scene is at Indianapolis' Miramar Club pool.

Law and common sense dictate safe boating gear. Display here is at Twin Cities (Mich.) Water Safety Show.

2. More one-year-olds drown than people an any other single year of life.
3. Of the 6,400 drowned in 1958, only about ⅓ were swimming or playing in the water. The others were non-swimming fatalities: persons falling into the water from stationary objects or boats, while fishing, etc.
4. The highest frequency of drownings was found, of course, among people of little or no swimming ability and among those who had no instruction.
5. Company helps prevent drowning. Drownings happen most frequently among people who are alone.
6. Most drownings occur in the summer.

National Safe Boating Week

President Eisenhower has proclaimed July 3-9 as National Safe Boating Week. This can be an excellent occasion for emphasis on water safety.

So far, the number of boaters has shot up, the rate of boating accidents has declined. But boating's record as a safe activity can't be maintained by quoting last year's statistics. An organized program of promoting common sense and safety afloat is a necessity that must be recognized by all who have an interet in boating.

Such a program is that stressed by National Safe Boating Week. Its promotion, during 4th of July week, is an ideal time for groups and organizations to sponsor water safety campaigns on the local level. A tie-in with a 4th of July parade or with the entire National Safe Boating Week promotion will help gain the cooperation of boating and aquatic supply dealers in staging an effective drive to educate citizens on the importance of water safety.

Many cities, especially landlocked ones with many private and municipal pools, hold "swim clinics" while towns with waterfront areas stage water shows which emphasize safety afloat. Local safety councils offer schools for swimming pool owners in areas where private residence pools abound.

The following points should be stressed in safety programs:

1. Learn to swim.
2. Practice staying afloat with clothes on.
3. Swim only where there are life guards.
4. Swim with others—never alone.
5. Learn how to give mouth-to-mouth respiration.
6. Boaters who can't swim should wear life preservers.
7. National Safe Boating Week, July 3-9, 1960.

Like all programs, this one too needs dry land support and lots of it. Let's face reality; we're talking about teaching swimming to half the population —90 million Americans! Cooperation is a voluntary thing and the action is limited to the time and money each participating organization can afford to spend, so additional time can only be spent when someone budgets or raises the money to buy additional staff time. Furthermore, there is no known source of free water safety materials for youth groups which cannot afford to buy the educational tools for all the various activities in which they engage.

Some organizations have already begun to promote swimming instruction and water safety, the Conference for National Cooperation in Aquatics, for instance, and the Junior Chamber of Commerce, which is sending Learn to Swim kits to 2400 chapters.

Just a little experience in the water is not enough: people need to learn to swim well enough to take care of themselves in the water in an emergency. One way this can be done is to get behind the drive for water safety; check every single member of an organization to make sure that he can swim. Those who cannot are the ones we are looking for. Help them to get instruction that may save their lives.

SCHOOL FOR SMOOTH SAILORS

New device called the Sailorometer is equipped with controls that work like those in real outboard so operators can test their seamanship during drydock spin on motion picture waterway. Bow even moves as wheel is turned. Sailorometer was developed by Aetna Casualty and Surety Co.

Utah Publishes Folder for Flagmen

The Utah State Department of Highways has published an illustrated folder for use of flagmen. The new leaflet has as its purpose the providing of uniform instructions for all flagmen working on highway construction and maintenance jobs in the state.

The new folder will be distributed to contracting firms as they are awarded construction jobs on the state highway system. It will also serve as a guide to maintenance crews of the Utah Highway Department.

NSC Announces Staff Addition

Dean A. Dranias has joined the staff of the motor transport department of the National Safety Council.

Dean A. Dranias

He will handle the poster and dash card services for truck, bus, taxicab and passenger car fleets, and will also edit two of the news letters published by the department —*Fleet Flashes* and *Transit Topics*.

Dranias joined the Council in April —after completing six months of active duty with the U. S. Army Signal Corps.

Before entering service, he was a reporter for Associated Press. He has also worked in the public information department of the American Osteopathic Association.

Dranias is a 1959 graduate of Northwestern University's Medill School of Journalism where he received a bachelor of science degree in journalism.

Industry Favors Exchange of Information

The trucking industry favors the exchange of information between states on the traffic arrest records of drivers, according to Neil J. Curry, chairman of the Executive Committee of the American Trucking Association.

The exchange of this type of information would give each state "better control of licensing," Curry said.

However, he pointed out that states should make their traffic laws uniform at the same time they provide for the exchange of information on driver traffic records.

"When this is done the regulations and the penalties for infractions will be the same everywhere and no injustice will be done any driver as we make the highways safe," he said.

Members of the trucking industry have established the reputation of being "'doers', not just talkers" in the field of highway safety, Mr. Curry said.

The Legislative Hopper

A roundup of April legislation

Driver Education and Improvement Schools

New Bills Introduced

Hawaii—*HR 99*—requests study of a driver training program.

Rhode Island—*H. 1629*—requires applicants for original driver license to complete 30-hour classroom instruction course in safe driving.

Action and Additional Information

Hawaii—*SUM 26*—requires completion of driver training program prior to issuance of minor driver license—indefinitely postponed, House.

Executive Action

South Carolina—*H. 2183*—authorizes issuance of special restricted driver license to person holding instruction permit, and issuance of instruction permits to students enrolled in driver training courses—approved.

Juvenile Drivers

New Bills Introduced

Rhode Island—*S. 555*—requires 90-day suspension of driver license of juvenile driver who is convicted of second offense against Vehicle Code which, in case of an adult, would result in suspension or revocation.

Action and Additional Information

Delaware—*S. 297*—exempts juveniles involved in vehicle law violations from jurisdiction of Juvenile Court in Kent and Sussex County—amended, passed Senate.

Hawaii—*H. 105*—provides for trial of minors holding driver licenses in same courts as adults when charged with traffic offenses—indefinitely postponed, House.

Mississippi—*S. 1843*—prohibits issuance of driver license to persons under 16—amended, passed Senate.

Rhode Island—*S. 231*—removes jurisdiction of juvenile court over person of 16 or over who is charged with vehicle law violation—amended, passed Senate.

Executive Action

Virginia—*S. 121*—amends procedures for issuance of driver licenses to require annual renewal of driver license held by person under 18—approved.

Chemical Tests—Narcotic Drugs

New Bills Introduced

Rhode Island—*H. 1530*—gives Attorney General jurisdiction over devices used to test drunk driving suspects.

Action and Additional Information

Michigan—*H. 334*—establishes evidentiary presumptions for chemical analysis of drunk drivers—conference report adopted both Houses.

Executive Action

New York—*H. 1035*—increases maximum penalty for first conviction of driving vehicle while in intoxicated condition—approved.

Virginia—*HJR 100*—directs Advisory Legislative Council to continue its study of drunk driving and statutes relative thereto—adopted. *H. 569*—relates to chemical tests in drunk driving cases—approved.

Radar—Speed Measuring Devices

Action and Additional Information

New Jersey—*HJR 8*—creates commission to study feasibility of requiring speed governors on vehicles—killed, House.

Miscellaneous

Action and Additional Information

New York—*S. 3460*—authorizes creation of temporary, twelve-member tri-state traffic safety commission to establish uniform basic standards for preventing accidents; three states involved are Connecticut, New York, and New Jersey—passed House and Senate.

Georgia—*SR 134*—creates traffic safety study committee to compare laws of other states with those of Georgia and to make a continuing study of highway safety problems—approved.

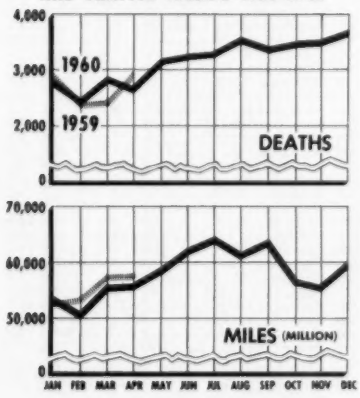
New York—*SR 104*—continues existence of committee studying motor vehicles and traffic safety—adopted.

From Page 6

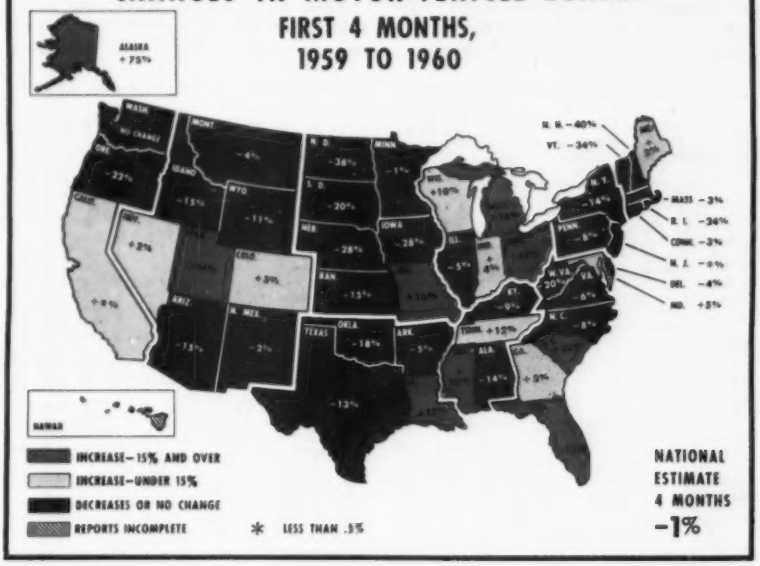
ranked according to the number of deaths per 10,000 registered vehicles were:

	Reg. Rate	Pop. Rate
Group I (Over 1,000,000)		
Chicago, Ill.	1.8	8.4
Detroit, Mich.	3.1	10.4
Philadelphia, Pa.	3.2	7.9
Group II (750,000 to 1,000,000)		
San Francisco, Calif.	3.5	13.2
Cleveland, Ohio	3.8	11.7
Washington, D. C.	3.9	10.4
Group III (500,000 to 750,000)		
Milwaukee, Wis.	1.3	5.9
Seattle, Wash.	1.6	7.8
Houston, Tex.	1.9	11.4
Group IV (350,000 to 500,000)		
Denver, Colo.	1.5	8.8
Birmingham, Ala.	1.7	6.7
Portland, Ore.	1.7	10.2
Group V (200,000 to 350,000)		
Grand Rapids, Mich.	0.5	2.8
Wichita, Kan.	0.6	4.0
Providence, R. I.	0.7	3.6
Group VI (100,000 to 200,000)		
Lincoln, Neb.	0.0	0.0
Trenton, N. J.	0.4	2.3
Arlington, Va.	0.5	1.9
Group VII (50,000 to 100,000)		
Topeka, Kan.	0.0	0.0
Schenectady, N. Y.	0.0	0.0
Colorado Springs, Colo.	0.0	0.0
Group VIII (25,000 to 50,000)		
Tyler, Tex.	0.0	0.0
Midland, Tex.	0.0	0.0
Yakima, Wash.	0.0	0.0
Group IX (10,000 to 25,000)		
Boulder, Colo.	0.0	0.0
Englewood, Colo.	0.0	0.0
Mesa, Ariz.	0.0	0.0

MONTHLY MOTOR VEHICLE DEATHS AND TRAFFIC TRENDS 1959-1960



CHANGES IN MOTOR-VEHICLE DEATHS
FIRST 4 MONTHS, 1959 TO 1960



MOTOR VEHICLE DEATHS AND CHANGES

Months	DEATHS				PERCENTAGE CHANGES				
					Corresponding Month			4 Mos. Mov. Ave.*	
	1956	1958	1959	1960	1956-1960	1958-1959	1959-1960	1958-1959	1959-1960
January	2,954	2,709	2,790	2,900	— 2%		+ 4%		0%
February	2,652	2,398	2,430	2,380	—10%		— 2%		+ 1%
March	2,940	2,598	2,860	2,400	—18%		—16%		— 3%
April	2,970	2,595	2,650	2,910	— 2%		+10%		— 1%
4 Months	11,516	10,300	10,730	10,590	— 8%		— 1%		
May	3,094	2,937	3,110			+ 6%		+ 5%	
June	3,338	3,078	3,260			+ 6%		+ 6%	
July	3,555	3,098	3,250			+ 5%		+ 5%	
August	3,535	3,550	3,510			— 1%		+ 4%	
September	3,653	3,325	3,360			+ 1%		+ 3%	
October	3,476	3,586	3,440			— 4%		0%	
November	3,603	3,526	3,490			— 1%		— 1%	
December	3,858	3,581	3,650			+ 2%		— 1%	
Total	39,628	36,981	37,800						

All 1956 and 1958 figures are from the National Office of Vital Statistics. The 1959 and 1960 figures are National Safety Council estimates.

The 1960 national estimate is arrived at by assuming that the percentage change from 1959 to 1960 in the states reporting for both years reflects the 1959-1960 change in the entire country. First reports are preliminary, so revisions are made from time to time as later reports are received for the various months. Thus, figures above for 1960 may differ slightly from figures for the same months which will be published in future issues of TRAFFIC SAFETY.

*Four Months Moving Average is based on changes between the totals for four months instead of one month. For example, the April figure shows the change between the totals for January-April 1959 and January-April 1960, etc. Adding several months together tends to smooth out single month changes which may be affected by differences in the number of weekends in a month from one year to the next, random variations, etc.

TRAFFIC DEATHS—CITY RECORDS

The table covers only motor-vehicle deaths resulting from traffic accidents that occurred in the city. Nontraffic motor-vehicle deaths (where the accident occurred on home or work premises) are not included; nor are deaths in the city from accidents occurring outside.

Rankings are based on the 1960 registration death rate which is the number of deaths per 10,000 registered motor vehicles on an annual basis. Vehicle registration figures are for the year 1959 and were supplied by R. L. Polk & Compny.

Cities are ranked by registration death rates—from low to high. When two or more cities have exactly the same rate, ranking is by total vehicle registrations—from large to small.

Cities shown in heavy type have improved in 1960 compared with 1959.

The population death rate is the number of deaths per 100,000 population on an annual basis. Populations are as of April, 1950, or later censuses taken by the U. S. Bureau of the Census.

	Four Months 1960	1959	1958	1960 Reg. Rate	1960 Pop. Rate
ALL REPORTING CITIES				2.2	8.9
Group I (1,000,000 and over)					
1. Chicago, Ill.	60	82	94	**1.8**	**4.8**
2. Detroit, Mich.	67	49	46	3.1	10.4
3. Philadelphia, Pa.	55	47	50	3.2	7.9
All cities in this group				3.2	8.7
4. Los Angeles, Calif.	146	110	118	3.6	19.5
5. New York, N. Y.	176	253	213	**3.8**	**6.8**
6. Baltimore, Md.	45	37	41	4.2	13.1
Group II (750,000 to 1,000,000)					
1. San Francisco, Calif.	34	30	25	3.5	13.2
All cities in this group				3.7	11.7
2. Cleveland, Ohio	36	29	27	3.8	11.7
3. Washington, D. C.	29	24	16	3.9	10.4
Group III (500,000 to 750,000)					
1. Milwaukee, Wis.	14	15	18	**1.3**	**5.9**
2. Seattle, Wash.	15	14	22	1.6	7.8
3. Houston, Tex.	27	40	33	**1.9**	**11.4**
4. Buffalo, N. Y.	15	19	20	**2.0**	**7.6**
5. Minneapolis, Minn.	15	11	13	2.2	8.6
6. Boston, Mass.	13	19	18	**2.3**	**5.4**
All cities in this group				2.3	9.4
7. Pittsburgh, Pa.	19	19	25	2.9	8.4
8. Cincinnati, Ohio	22	20	12	3.0	11.5
9. San Diego, Calif.	21	26	33	**3.1**	**12.6**
10. Dallas, Tex.	32	18	18	3.2	16.5
Group IV (350,000 to 500,000)					
1. Denver, Colo.	14	14	10	1.5	8.8
2. Birmingham, Ala.	8	18	18	**1.7**	**6.7**
3. Portland, Ore.	14	18	16	**1.7**	**10.2**
4. Columbus, Ohio	10	13	17	**1.7**	**6.3**
5. Oakland, Calif.	11	16	12	**2.1**	**8.6**
6. Memphis, Tenn.	13	9	7	2.2	8.0
All cities in this group				2.4	10.4
7. Atlanta, Ga.	16	23	25	**2.5**	**9.8**
8. Louisville, Ky.	16	14	19	3.1	11.8
9. Phoenix, Ariz.	20	12	14	3.2	14.0
10. San Antonio, Tex.	23	15	14	3.2	15.2
11. Kansas City, Mo.	24	13	12	4.6	15.0
Group V (200,000 to 350,000)					
1. Grand Rapids, Mich.	2	7	6	**0.5**	**2.8**
2. Wichita, Kan.	3	2	2	0.6	4.0
3. Providence, R. I.	3	4	3	**0.7**	**3.6**
4. Omaha, Neb.	4	11	10	**1.0**	**4.3**
5. Miami, Fla.	8	21	18	**1.1**	**9.3**
6. Rochester, N. Y.	6	3	8	1.3	5.2
7. Toledo, Ohio	8	5	7	1.5	7.0
8. Dayton, Ohio	9	5	6	1.8	9.0
9. Norfolk, Va.	6	3	7	2.0	6.2
All cities in this group				2.0	10.0
10. Worcester, Mass.	4	6	5	**2.1**	**5.9**
11. Oklahoma City, Okla.	14	9	9	2.3	14.7
12. Syracuse, N. Y.	6	1	1	2.4	8.4
13. Fort Worth, Tex.	13	15	13	**2.4**	**11.8**
14. El Paso, Tex.	7	17	15	**2.4**	**8.4**
15. Flint, Mich.	9	3	5	2.5	12.5
16. St. Paul, Minn.	12	5	14	2.5	11.5
17. Akron, Ohio	11	13	16	**2.6**	**10.7**
18. Jacksonville, Fla.	14	10	13	2.7	16.8
19. Honolulu, Hawaii	14	14	8	2.8	16.9
20. Tampa, Fla.	13	11	12	2.8	14.4
21. Richmond, Va.	13	6	9	3.3	16.4
22. Long Beach, Calif.	19	13	10	3.7	17.0
Group VI (100,000 to 200,000)					
1. Lincoln, Neb.	0	0	1	0.0	0.0
2. Trenton, N. J.	1	4	4	**0.4**	**2.3**
3. Arlington, Va.	1	4	2	**0.5**	**1.9**
4. Hartford, Conn.	1	1	1	0.5	1.6
5. Wilmington, Del.	1	2	4	**0.5**	**2.7**
6. Saginaw, Mich.	1	0	0	0.5	2.7
7. Yonkers, N. Y.	1	0	1	0.5	1.6
8. Madison, Wis.	1	0	1	0.5	2.7
9. Roanoke, Va.	1	1	1	0.7	3.0
10. Niagara Falls, N. Y.	1	1	3	0.8	2.9
11. Utica, N. Y.	1	2	2	**0.8**	**2.9**
12. Erie, Pa.	2	1	1	0.9	4.4
13. Lansing, Mich.	2	3	3	**1.0**	**5.4**
14. Fresno, Calif.	3	5	2	**1.1**	**7.3**
15. New Haven, Conn.	2	3	4	**1.1**	**3.6**
16. Montgomery, Ala.	2	1	2	1.1	5.2
17. Berkeley, Calif.	2	3	4	**1.2**	**5.1**
18. Des Moines, Iowa	4	6	5	**1.3**	**6.6**
19. Spokane, Wash.	4	3	4	1.3	6.4
20. Reading, Pa.	2	3	5	**1.3**	**5.3**
21. Rockford, Ill.	3	3	1	1.3	7.5
22. Duluth, Minn.	2	2	5	1.4	5.7
23. Canton, Ohio	3	0	4	1.4	7.3
24. Chattanooga, Tenn.	3	7	6	**1.4**	**6.9**
25. Baton Rouge, La.	4	8	6	**1.6**	**8.0**
26. Gary, Ind.	4	5	4	**1.8**	**6.8**
27. Pasadena, Calif.	4	8	6	**1.8**	**10.5**
28. Fort Wayne, Ind.	5	5	4	1.8	9.8
29. Evansville, Ind.	4	6	1	**1.9**	**7.1**
30. Austin, Tex.	5	8	2	**2.0**	**9.1**
All cities in this group				2.0	9.6
31. Lubbock, Tex.	4	9	3	**2.2**	**11.4**
32. Youngstown, Ohio	5	3	8	2.3	8.1
33. Little Rock, Ark.	4	1	3	2.3	11.2
34. Waterbury, Conn.	3	1	3	2.3	7.9
35. Elizabeth, N. J.	3	1	3	2.3	7.7
36. Peoria, Ill.	5	0	2	2.3	13.2
37. Dearborn, Mich.	6	4	14	2.4	13.9
38. Tacoma, Wash.	7	4	5	2.4	13.3
39. San Jose, Calif.	9	11	7	**2.5**	**17.0**
40. Springfield, Mass.	5	4	7	2.5	9.0
41. Albuquerque, N. M.	7	8	5	**2.5**	**12.3**
42. Salt Lake City, Utah	11	5	7	2.6	17.2
43. Amarillo, Tex.	5	4	2	2.7	14.9
44. Sacramento, Calif.	10	7	6	2.7	19.1
45. Glendale, Calif.	5	5	4	2.7	13.1
46. Savannah, Ga.	5	1	3	2.7	11.5
47. Corpus Christi, Tex.	7	2	9	2.9	14.5
48. Kansas City, Kan.	7	5	0	2.9	16.2
49. Bridgeport, Conn.	6	3	1	2.9	10.6
50. Shreveport, La.	8	4	3	3.1	14.9
51. Jackson, Miss.	6	6	2	3.2	15.3
52. Hammond, Ind.	4	7	3	**3.2**	**11.0**
53. Nashville, Tenn.	10	4	10	3.5	17.2
54. Newport News, Va.	4	2	8	3.8	11.5
55. Allentown, Pa.	6	1	4	3.8	16.1
56. Waco, Tex.	6	4	3	3.9	17.8
57. Mobile, Ala.	9	10	9	**3.9**	**15.5**
58. St. Petersburg, Fla.	17	14	5	4.8	38.4
Group VII (50,000 to 100,000)					
1. Topeka, Kan.	0	3	3	**0.0**	**0.0**
2. Schenectady, N. Y.	0	1	1	**0.0**	**0.0**
3. Colorado Spgs., Colo.	0	1	1	**0.0**	**0.0**
4. Cedar Rapids, Iowa	0	0	3	0.0	0.0
5. Columbus, Ga.	0	3	1	**0.0**	**0.0**
6. Sioux City, Iowa	0	10	3	**0.0**	**0.0**
7. Joliet, Ill.	0	1	2	**0.0**	**0.0**
8. Lexington, Ky.	0	3	2	**0.0**	**0.0**
9. Bethlehem, Pa.	0	0	0	0.0	0.0
10. San Mateo, Calif.	0	0	2	0.0	0.0
11. Asheville, N. C.	0	0	0	0.0	0.0
12. Lake Charles, La.	0	2	3	**0.0**	**0.0**
13. Battle Creek, Mich.	0	1	0	**0.0**	**0.0**
14. Evanston, Ill.	0	0	0	0.0	0.0
15. St. Clair Shrs., Mich.	0	1	1	**0.0**	**0.0**
16. Lorain, Ohio	0	1	2	**0.0**	**0.0**
17. White Plains, N. Y.	0	0	0	0.0	0.0
18. Waukegan, Ill.	0	1	1	**0.0**	**0.0**
19. Wheeling, W. Va.	0	0	4	0.0	0.0
20. Council Bluffs, Iowa	0	2	3	**0.0**	**0.0**
21. Elmira, N. Y.	0	0	0	0.0	0.0
22. Euclid, Ohio	0	0	3	0.0	0.0
23. Medford, Mass.	0	0	0	0.0	0.0
24. Cuyahoga Falls, Ohio	0	0	0	0.0	0.0
25. Bloomfield, N. J.	0	0	0	0.0	0.0
26. Passaic, N. J.	0	2	1	**0.0**	**0.0**
27. W. Hartford, Conn.	0	1	0	**0.0**	**0.0**
28. West Allis, Wis.	0	1	1	**0.0**	**0.0**
29. Greenwich, Conn.	0	2	1	**0.0**	**0.0**
30. Santa Ana, Calif.	1	3	0	**0.6**	**4.3**
31. Beaumont, Tex.	1	8	2	**0.6**	**3.2**
32. Torrance, Calif.	1	6	1	**0.6**	**3.1**
33. Pueblo, Colo.	1	7	0	**0.7**	**3.6**
34. Winston-Salem, N. C.	1	3	3	**0.7**	**3.3**
35. Alexandria, Va.	1	2	1	**0.7**	**3.4**
36. Springfield, Ohio	1	4	2	**0.7**	**3.4**
37. Hamilton, Ohio	1	2	2	**0.8**	**4.1**
38. Binghamton, N. Y.	1	1	2	0.8	3.6
39. Huntington, W. Va.	1	4	2	**0.8**	**3.5**
40. Warren, Ohio	1	3	1	**0.9**	**4.7**
41. Greenville, S. C.	1	2	1	**0.9**	**4.6**
42. Santa Monica, Calif.	1	1	4	0.9	3.9
43. Johnstown, Pa.	1	1	1	0.9	4.7
44. Jackson, Mich.	1	3	0	**0.9**	**4.9**
45. Kenosha, Wis.	1	4	0	**1.0**	**4.6**
46. Bay City, Mich.	1	2	0	**1.0**	**5.0**
47. Anderson, Ind.	1	1	0	1.0	5.9
48. Mansfield, Ohio	1	0	2	1.0	5.7
49. Mt. Vernon, N. Y.	1	3	1	**1.1**	**3.9**
50. Portland, Maine	1	1	0	1.1	3.7
51. East Orange, N. J.	1	0	2	1.1	3.5
52. Pawtucket, R. I.	1	1	1	1.1	3.5
53. Lakewood, Calif.	1	1	2	1.1	4.2
54. Portsmouth, Va.	1	2	0	**1.1**	**3.5**
55. Fort Lauderdale, Fla.	2	2	3	1.1	9.5
56. San Angelo, Tex.	1	4	0	**1.1**	**5.5**
57. Fort Smith, Ark.	1	4	5	**1.3**	**5.0**
58. Oak Park, Ill.	1	0	1	1.3	4.9
59. Fullerton, Calif.	1	0	0	1.3	5.9
60. Irvington, N. J.	1	0	0	1.4	4.8
61. East St. Louis, Ill.	2	2	2	1.4	6.5
62. Lwr. Merion Twp., Pa.	1	1	1	1.5	5.2
63. W. Palm Beach, Fla.	2	2	3	1.5	11.8
64. Las Vegas, Nev.	2	1	1	1.5	11.3
65. Stockton, Calif.	3	8	2	**1.6**	**11.8**
66. Abilene, Tex.	2	3	1	**1.6**	**9.9**
67. Orlando, Fla.	4	5	0	**1.6**	**13.4**
68. Hayward, Calif.	2	3	0	**1.6**	**10.9**
69. Waltham, Mass.	1	1	1	1.6	6.0
70. Newton, Mass.	2	4	1	**1.6**	**6.9**
71. Meriden, Conn.	1	3	1	**1.6**	**5.8**
72. Pensacola, Fla.	2	3	2	**1.6**	**11.8**
73. Muncie, Ind.	2	1	2	1.6	9.2
74. Terre Haute, Ind.	2	0	2	1.7	8.2
75. Woonsocket, R. I.	1	0	0	1.7	6.0
76. San Leandro, Calif.	2	1	2	1.7	9.4
77. Wilkes-Barre, Pa.	2	1	4	1.7	7.8
All cities in this group				1.7	8.0
78. Brookline, Mass.	1	1	4	1.8	5.3
79. Reno, Nev.	2	0	1	1.8	11.5
80. Pomona, Calif.	2	2	4	1.9	9.7
81. Springfield, Ill.	3	1	2	2.0	11.0
82. Muskegon, Mich.	2	0	1	2.0	10.5
83. Aurora, Ill.	2	1	1	2.0	10.4
84. Sioux Falls, S. D.	2	3	0	**2.0**	**10.1**
85. Manchester, N. H.	2	4	1	**2.0**	**6.8**
86. St. Joseph, Mo.	2	2	1	2.0	7.6
87. San Bernardino, Calif.	4	5	6	**2.1**	**14.4**
88. Ann Arbor, Mich.	2	1	2	2.1	11.0
89. Decatur, Ill.	3	1	6	2.1	11.4
90. Cambridge, Mass.	2	0	3	2.2	6.1
91. Alameda, Calif.	2	2	1	2.2	8.3
92. Kalamazoo, Mich.	3	0	2	2.3	12.0
93. New Britain, Conn.	2	0	2	2.3	6.9
94. New Rochelle, N. Y.	2	1	2	2.3	8.1
95. Wichita Falls, Tex.	3	2	2	2.3	9.9
96. Hampton, Va.	2	4	9	**2.4**	**7.5**
97. Covington, Ky.	2	1	2	2.4	8.2
98. Columbia, S. C.	4	2	1	2.4	12.5
99. Burbank, Calif.	4	5	2	**2.5**	**13.2**
100. Lakewood, Ohio	2	2	1	2.5	8.5
101. Durham, N. C.	3	4	4	**2.6**	**12.6**
102. Davenport, Iowa	3	3	1	2.6	11.1
103. Lancaster, Pa.	3	2	0	2.6	13.3
104. Riverside, Calif.	4	4	2	2.7	15.9
105. Bayonne, N. J.	2	1	1	2.7	7.8
106. Waterloo, Iowa	3	0	5	2.7	12.9
107. Dubuque, Iowa	2	0	0	2.8	11.7
108. Lynchburg, Va.	2	1	1	2.8	11.3
109. Tuscaloosa, Ala.	2	3	1	**2.8**	**10.6**
110. Miami Beach, Fla.	3	4	1	**2.8**	**17.6**
111. Norfolk, Conn.	2	2	0	3.0	9.8
112. Parma, Ohio	2	0	0	3.0	8.2
113. Charleston, W. Va.	3	2	1	3.1	12.2

	Four Months 1960	1959	1958	1960 Reg. Rate	1960 Pop. Rate
114. Royal Oak, Mich.	4	5	1	3.2	16.8
115. Santa Barbara, Calif.	4	1	2	3.2	21.5
116. Gadsden, Ala.	2	2	2	3.3	9.3
117. Stamford, Conn.	4	0	2	3.3	13.7
118. Pontiac, Mich.	5	0	8	3.4	17.9
119. Augusta, Ga.	4	3	1	3.5	16.1
120. Raleigh, N. C.	4	2	3	3.5	16.9
121. Compton, Calif.	4	5	4	3.5	18.8
122. Anaheim, Calif.	6	11	0	3.7	23.0
123. Greensboro, N. C.	5	4	4	3.8	18.4
124. Macon, Ga.	6	4	0	4.0	25.6
125. Springfield, Mo.	6	1	2	4.3	22.6
126. Tucson, Ariz.	8	6	3	4.3	34.3
127. Charleston, S. C.	3	0	2	4.4	12.8
128. Lincoln Park, Mich.	3	1	2	4.6	16.6
129. Ogden, Utah	6	1	1	4.8	27.6
130. Atlantic City, N. J.	3	1	2	5.0	14.6
131. Warren, Mich.	6	4	4	5.3	28.3
132. Brockton, Mass.	5	2	4	6.3	23.9
133. East Chicago, Ind.	4	0	2	6.9	20.1

Group VIII (25,000 to 50,000)

1. Tyler, Tex.	0	2	0	0.0	0.0
2. Midland, Tex.	0	1	3	0.0	0.0
3. Yakima, Wash.	0	0	0	0.0	0.0
4. Wyandotte, Mich.	0	0	1	0.0	0.0
5. Cheyenne, Wyo.	0	1	0	0.0	0.0
6. Casper, Wyo.	0	0	0	0.0	0.0
7. Kokomo, Ind.	0	0	0	0.0	0.0
8. Whittier, Calif.	0	0	0	0.0	0.0
9. Everett, Wash.	0	2	0	0.0	0.0
10. Pasadena, Tex.	0	1	2	0.0	0.0
11. Plainfield, N. J.	0	0	1	0.0	0.0
12. Lafayette, Ind.	0	1	0	0.0	0.0
13. Appleton, Wis.	0	3	0	0.0	0.0
14. Wilmington, N. C.	0	2	0	0.0	0.0
15. Hutchinson, Kan.	0	0	1	0.0	0.0
16. Salina, Kan.	0	0	1	0.0	0.0
17. Newark, Ohio	0	0	3	0.0	0.0
18. Rock Island, Ill.	0	0	1	0.0	0.0
19. La Crosse, Wis.	0	1	0	0.0	0.0
20. Lawton, Okla.	0	2	0	0.0	0.0
21. Easton, Pa.	0	1	0	0.0	0.0
22. Zanesville, Ohio	0	1	0	0.0	0.0
23. Pine Bluff, Ark.	0	0	1	0.0	0.0
24. Rochester, Minn.	0	0	2	0.0	0.0
25. Pocatello, Idaho	0	2	6	0.0	0.0
26. University City, Mo.	0	1	1	0.0	0.0
27. Highland Pk., Mich.	0	2	3	0.0	0.0
28. Eau Claire, Wis.	0	1	0	0.0	0.0
29. Stratford, Conn.	0	1	1	0.0	0.0
30. Coral Gables, Fla.	0	0	3	0.0	0.0
31. Marion, Ohio	0	2	1	0.0	0.0
32. Portsmouth, Ohio	0	0	0	0.0	0.0
33. Montebello, Calif.	0	0	2	0.0	0.0
34. Ventura, Calif.	0	1	2	0.0	0.0
35. Menlo Park, Calif.	0	0	0	0.0	0.0
36. Granite City, Ill.	0	1	0	0.0	0.0
37. Chicopee, Mass.	0	2	0	0.0	0.0
38. East Hartford, Conn.	0	0	2	0.0	0.0
39. Wausau, Wis.	0	1	0	0.0	0.0
40. Galesburg, Ill.	0	0	0	0.0	0.0
41. Torrington, Conn.	0	0	0	0.0	0.0
42. Sandusky, Ohio	0	0	0	0.0	0.0
43. Janesville, Wis.	0	1	1	0.0	0.0
44. Fairfield, Conn.	0	5	3	0.0	0.0
45. Manhattan Bch., Calif.	0	0	0	0.0	0.0
46. Monrovia, Calif.	0	1	0	0.0	0.0
47. Findlay, Ohio	0	0	0	0.0	0.0
48. Fair Lawn, N. J.	0	0	2	0.0	0.0
49. Rock Hill, S. C.	0	1	2	0.0	0.0
50. Fond du Lac, Wis.	0	0	2	0.0	0.0
51. Park Ridge, Ill.	0	0	0	0.0	0.0
52. Columbia, Mo.	0	1	0	0.0	0.0
53. Mason City, Iowa	0	0	1	0.0	0.0
54. Steubenville, Ohio	0	1	0	0.0	0.0
55. Oak Park, Mich.	0	0	0	0.0	0.0
56. Kearny, N. J.	0	1	1	0.0	0.0
57. Manitowoc, Wis.	0	0	1	0.0	0.0
58. Lockport, N. Y.	0	0	1	0.0	0.0
59. Walla Walla, Wash.	0	0	1	0.0	0.0
60. Birmingham, Mich.	0	0	0	0.0	0.0
61. Minot, N. D.	0	1	0	0.0	0.0
62. Mt. Clemens, Mich.	0	0	0	0.0	0.0
63. Redlands, Calif.	0	1	0	0.0	0.0
64. Provo, Utah	0	0	0	0.0	0.0
65. Norman, Okla.	0	1	1	0.0	0.0
66. Middletown, Conn.	0	1	1	0.0	0.0
67. Burlington, Vt.	0	0	0	0.0	0.0
68. New Kensington, Pa.	0	2	0	0.0	0.0
69. Watertown, Mass.	0	0	0	0.0	0.0
70. Amsterdam, N. Y.	0	0	0	0.0	0.0
71. Webster Groves, Mo.	0	0	0	0.0	0.0
72. Grand Forks, N. D.	0	0	0	0.0	0.0
73. Shaker Heights, Ohio	0	0	1	0.0	0.0
74. Annapolis, Md.	0	1	0	0.0	0.0
75. Denton, Tex.	0	2	0	0.0	0.0
76. Wallingford, Conn.	0	3	0	0.0	0.0
77. Maple Heights, Ohio	0	0	0	0.0	0.0
78. Winona, Minn.	0	0	0	0.0	0.0
79. Highland Park, Ill.	0	2	0	0.0	0.0
80. East Lansing, Mich.	0	0	0	0.0	0.0
81. Mt. Lebanon, Pa.	0	0	0	0.0	0.0
82. Park Forest, Ill.	0	0	0	0.0	0.0
83. Belmont, Mass.	0	0	0	0.0	0.0
84. Groton, Conn.	0	0	1	0.0	0.0
85. Lackawanna, N. Y.	0	0	1	0.0	0.0
86. Palo Alto, Calif.	1	3	0	0.9	6.3
87. Redwood City, Calif.	1	1	2	1.0	7.7
88. Ontario, Calif.	1	1	1	1.1	7.2
89. Vancouver, Wash.	1	0	0	1.1	7.1
90. Great Falls, Mont.	1	1	1	1.2	6.4
91. Modesto, Calif.	1	0	3	1.2	8.9
92. Poughkeepsie, N. Y.	1	1	2	1.2	7.3
93. Clearwater, Fla.	1	2	3	1.2	10.3
94. Elgin, Ill.	1	2	1	1.3	6.2
95. Beverly Hills, Calif.	1	2	1	1.3	9.9
96. Elkhart, Ind.	1	0	0	1.4	7.8
97. Quincy, Ill.	1	4	2	1.4	7.0
98. Rapid City, S. D.	1	3	2	1.4	7.5
99. Moline, Ill.	1	2	2	1.5	7.7
100. West Covina, Calif.	1	0	1	1.5	6.3
101. Aurora, Colo.	1	0	1	1.5	12.0
102. Danbury, Conn.	1	0	1	1.5	7.1
103. Gainesville, Fla.	1	0	1	1.6	9.6
104. St. Louis Park, Minn.	1	1	0	1.6	7.8
105. Newburgh, N. Y.	1	0	0	1.6	9.2
106. Sheboygan, Wis.	1	0	0	1.6	6.3
107. Fargo, N. D.	1	0	1	1.6	7.3
All cities in this group				1.6	8.0
108. Arlington, Mass.	1	1	0	1.7	6.4
109. Elmhurst, Ill.	1	1	1	1.7	8.6
110. Rome, N. Y.	1	0	0	1.7	6.3
111. Beloit, Wis.	1	0	0	1.7	9.4
112. Bloomington, Ind.	1	1	0	1.7	10.0
113. East Cleveland, Ohio	1	1	0	1.8	7.4
114. Barberton, Ohio	1	0	4	1.8	8.3
115. Linden, N. J.	1	0	3	1.8	8.2
116. Rome, Ga.	1	0	1	1.8	9.3
117. Manchester, Conn.	1	0	1	1.8	7.5
118. West Orange, N. J.	1	1	2	1.9	8.7
119. Bloomington, Ill.	1	0	0	1.9	8.3
120. South Euclid, Ohio	1	0	0	2.0	10.8
121. Westfield, N. J.	1	0	1	2.0	11.6
122. Billings, Mont.	2	0	1	2.0	15.6
123. Kingston, N. Y.	1	0	0	2.0	9.7
124. National City, Calif.	1	0	0	2.1	9.4
125. Bangor, Maine	1	0	0	2.1	7.5
126. Allen Park, Mich.	1	0	0	2.1	7.5
127. Hackensack, N. J.	1	1	2	2.1	9.3
128. Odessa, Tex.	2	2	0	2.1	13.5
129. Richfield, Minn.	1	0	1	2.1	8.5
130. Petersburg, Va.	1	0	1	2.1	8.5
131. Teaneck, N. J.	1	1	3	2.1	7.9
132. Vallejo, Calif.	2	5	1	2.1	13.6
133. Florence, S. C.	1	3	1	2.2	10.5
134. Tallahassee, Fla.	2	0	2	2.2	15.7
135. Bristol, Conn.	1	0	0	2.2	6.6
136. Benton Harbor, Mich.	1	1	0	2.2	11.8
137. Iowa City, Iowa	1	0	0	2.2	11.0
138. Rahway, N. J.	1	1	1	2.2	11.2
139. Garfield Hgths., Ohio	1	1	0	2.4	8.5
140. Boise, Idaho	2	0	0	2.4	17.4
141. Parkersburg, W. Va.	1	0	0	2.4	9.6
142. Concord, N. H.	1	2	1	2.4	10.1
143. Burlington, N. C.	1	0	1	2.4	12.0
144. Hamden, Conn.	1	0	0	2.5	7.9
145. Lewiston, Maine	1	0	0	2.5	7.3
146. Fairmont, W. Va.	1	0	0	2.6	10.2
147. Urbana, Ill.	1	0	0	2.7	11.5
148. High Point, N. C.	2	0	1	2.8	13.6
149. Santa Clara, Calif.	2	2	1	2.8	13.9
150. Spartanburg, S. C.	2	3	1	2.8	14.4
151. Owensboro, Ky.	2	0	1	2.8	13.9
152. Hazel Park, Mich.	1	0	1	2.8	11.3
153. Elyria, Ohio	2	0	0	2.9	15.8
154. Hagerstown, Md.	2	2	1	2.9	15.6
155. Enid, Okla.	2	1	0	3.0	16.1
156. Oxnard, Calif.	2	1	2	3.0	17.5
157. Port Huron, Mich.	2	2	1	3.0	15.6
158. Champaign, Ill.	2	0	1	3.1	12.4
159. Muskogee, Okla.	2	1	1	3.2	16.1
160. Bellingham, Wash.	2	0	2	3.2	16.4
161. Danville, Va.	2	0	0	3.2	12.1
162. Fremont, Calif.	1	3	3	3.3	11.2
163. East Detroit, Mich.	2	1	0	3.3	14.0
164. Vineland, N. J.	2	3	2	3.5	18.2
165. Des Plaines, Ill.	2	0	2	3.5	19.5
166. Roseville, Mich.	2	4	0	3.6	14.4
167. Norwich, Conn.	2	0	0	3.7	15.4
168. Kankakee, Ill.	2	1	0	3.8	21.1
169. Burlington, Iowa	2	0	2	3.8	19.6
170. Milford, Conn.	2	0	0	4.0	15.3
171. Monroe, Mich.	2	0	0	4.0	21.4
172. Fitchburg, Mass.	2	2	0	4.2	14.0
173. Middletown, Ohio	3	1	2	4.2	20.3
174. St. Cloud, Minn.	2	1	0	4.2	18.6
175. Hamtramck, Mich.	2	0	1	4.3	13.1
176. Chula Vista, Calif.	3	0	0	4.3	25.3
177. Daytona Beach, Fla.	3	1	2	4.3	24.9
178. New London, Conn.	2	1	1	4.6	19.2
179. Sumter, S. C.	2	0	1	4.7	23.8
180. Temple, Tex.	2	2	0	4.7	19.9
181. Freeport, Ill.	2	0	1	4.8	23.4
182. Wyoming, Mich.	3	1	1	5.3	21.0
183. West Haven, Conn.	3	0	0	5.4	24.2
184. Michigan City, Ind.	3	0	2	5.4	27.2
185. Wauwatosa, Wis.	4	0	1	6.2	25.9
186. Livonia, Mich.	5	0	1	6.2	30.7
187. Santa Fe, N. M.	3	0	2	6.3	30.7
188. Fayetteville, N. C.	5	1	0	6.8	33.6
189. Chicago Heights, Ill.	4	0	0	7.4	41.5
190. Superior, Wis.	3	2	0	7.6	25.5
191. Revere, Mass.	3	1	2	8.3	22.7
192. Southfield, Mich.	3	1	1	8.4	33.7
193. Mishawaka, Ind.	5	0	0	9.0	44.0
194. Kettering, Ohio	4	0	0	9.2	24.7

Group IX (10,000 to 25,000)

1. Boulder, Colo.	0	0	0	0.0	0.0
2. Englewood, Colo.	0	0	0	0.0	0.0
3. Mesa, Ariz.	0	3	0	0.0	0.0
4. Greeley, Colo.	0	0	0	0.0	0.0
5. Salinas, Calif.	0	0	2	0.0	0.0
6. Ft. Pierce, Fla.	0	4	2	0.0	0.0
7. Medford, Ore.	0	1	0	0.0	0.0
8. Garland, Tex.	0	1	1	0.0	0.0
9. Orange, Calif.	0	1	2	0.0	0.0
10. Merced, Calif.	0	2	1	0.0	0.0
11. Los Altos, Calif.	0	2	0	0.0	0.0
12. Edina, Minn.	0	0	0	0.0	0.0
13. Lawrence, Kan.	0	0	0	0.0	0.0
14. Longview, Wash.	0	0	2	0.0	0.0
15. Lodi, Calif.	0	0	1	0.0	0.0
16. Waukesha, Wis.	0	2	0	0.0	0.0
17. Port Chester, N. Y.	0	0	0	0.0	0.0
18. La Porte, Ind.	0	0	3	0.0	0.0
19. Bartlesville, Okla.	0	0	0	0.0	0.0
20. Bismarck, N. D.	0	0	0	0.0	0.0
21. Carlsbad, N. M.	0	0	0	0.0	0.0
22. Klamath Falls, Ore.	0	0	0	0.0	0.0
23. Lake Worth, Fla.	0	0	0	0.0	0.0
24. Sherman, Tex.	0	1	0	0.0	0.0
25. Butler, Pa.	0	0	0	0.0	0.0
26. Endicott, N. Y.	0	0	1	0.0	0.0
27. Ypsilanti, Mich.	0	0	1	0.0	0.0
28. Ames, Iowa	0	0	1	0.0	0.0
29. Frederick, Md.	0	0	0	0.0	0.0
30. El Cerrito, Calif.	0	0	1	0.0	0.0
31. Ocala, Fla.	0	0	2	0.0	0.0
32. Napa, Calif.	0	0	0	0.0	0.0
33. San Fernando, Calif.	0	0	0	0.0	0.0
34. Covina, Calif.	0	0	1	0.0	0.0
35. Great Bend, Kan.	0	0	1	0.0	0.0
36. Lombard, Ill.	0	0	0	0.0	0.0
37. Lufkin, Tex.	0	0	2	0.0	0.0
38. Corvallis, Ore.	0	0	0	0.0	0.0
39. Tiffin, Ohio	0	0	0	0.0	0.0
40. Uniontown, Pa.	0	0	0	0.0	0.0
41. Wilmette, Ill.	0	0	0	0.0	0.0
42. Jeffersonville, Ind.	0	0	0	0.0	0.0
43. Madison Hts., Mich.	0	1	0	0.0	0.0
44. Fremont, Ohio	0	1	0	0.0	0.0
45. Plainview, Tex.	0	1	0	0.0	0.0
46. Robbinsdale, Minn.	0	0	2	0.0	0.0
47. Salisbury, N. C.	0	0	1	0.0	0.0
48. Pittsburg, Kan.	0	0	0	0.0	0.0
49. Muscatine, Iowa	0	0	0	0.0	0.0
50. Westport, Conn.	0	1	1	0.0	0.0
51. Glendora, Calif.	0	2	0	0.0	0.0
52. Muskegon Hts., Mich.	0	0	0	0.0	0.0
53. Floral Park, N. Y.	0	0	0	0.0	0.0
54. Ada, Okla.	0	0	0	0.0	0.0
55. So. St. Paul, Minn.	0	0	0	0.0	0.0
56. Texarkana, Ark.	0	1	0	0.0	0.0
57. Hibbing, Minn.	0	0	0	0.0	0.0
58. Cape Girardeau, Mo.	0	0	0	0.0	0.0
59. Oceanside, Calif.	0	1	1	0.0	0.0
60. Richland, Wash.	0	0	0	0.0	0.0
61. Emporia, Kan.	0	0	0	0.0	0.0
62. Meadville, Pa.	0	0	0	0.0	0.0
63. Niles, Mich.	0	0	0	0.0	0.0
64. Marietta, Ohio	0	0	1	0.0	0.0
65. Albert Lea, Minn.	0	1	0	0.0	0.0
66. Calumet City, Ill.	0	3	1	0.0	0.0
67. Wooster, Ohio	0	1	0	0.0	0.0
68. Hillside, N. J.	0	0	0	0.0	0.0
69. Johnson City, N. Y.	0	0	0	0.0	0.0
70. Berkley, Mich.	0	2	0	0.0	0.0
71. Moorhead, Minn.	0	1	1	0.0	0.0
72. Chico, Calif.	0	0	1	0.0	0.0
73. Fairborn, Ohio	0	0	0	0.0	0.0
74. Xenia, Ohio	0	1	0	0.0	0.0
75. Streator, Ill.	0	0	0	0.0	0.0
76. Connersville, Ind.	0	1	0	0.0	0.0
77. Huntington, Ind.	0	0	1	0.0	0.0
78. Snyder, Tex.	0	0	0	0.0	0.0
79. Stillwater, Okla.	0	0	1	0.0	0.0
80. Las Cruces, N. M.	0	0	1	0.0	0.0
81. Martinsville, Va.	0	3	0	0.0	0.0
82. Elmwood Park, Ill.	0	0	0	0.0	0.0
83. Shorewood, Wis.	0	0	0	0.0	0.0
84. Pittsburg, Calif.	0	0	0	0.0	0.0
85. Ashland, Ohio	0	0	0	0.0	0.0

	Four Months 1960	1959	1958	1960 Reg. Rate	1960 Pop. Rate
86. Greensburg, Pa.	0	0	0	0.0	0.0
87. Kennewick, Wash.	**0**	**4**	**0**	**0.0**	**0.0**
88. New Bern, N. C.	0	0	1	0.0	0.0
89. Mt. Vernon, Ill.	0	0	0	0.0	0.0
90. So. Milwaukee, Wis.	**0**	**1**	**0**	**0.0**	**0.0**
91. Statesville, N. C.	0	0	0	0.0	0.0
92. Tempe, Ariz.	**0**	**2**	**0**	**0.0**	**0.0**
93. Valparaiso, Ind.	0	0	0	0.0	0.0
94. El Dorado, Kan.	0	0	0	0.0	0.0
95. Peru, Ind.	**0**	**3**	**0**	**0.0**	**0.0**
96. Brainerd, Minn.	**0**	**1**	**0**	**0.0**	**0.0**
97. Woodland, Calif.	0	0	0	0.0	0.0
98. Arkansas City, Kan.	**0**	**1**	**0**	**0.0**	**0.0**
99. Pendleton, Ore.	0	0	0	0.0	0.0
100. Escondido, Calif.	**0**	**1**	**0**	**0.0**	**0.0**
101. Sterling, Ill.	**0**	**1**	**0**	**0.0**	**0.0**
102. Evergreen Park, Ill.	0	0	0	0.0	0.0
103. Marquette, Mich.	0	0	0	0.0	0.0
104. Pasco, Wash.	**0**	**1**	**0**	**0.0**	**0.0**
105. Villa Park, Ill.	0	0	0	0.0	0.0
106. Fostoria, Ohio	0	0	0	0.0	0.0
107. Stevens Point, Wis.	0	0	0	0.0	0.0
108. Redding, Calif.	0	0	1	0.0	0.0
109. La Grange, Ill.	0	0	0	0.0	0.0
110. Takoma Park, Md.	0	0	0	0.0	0.0
111. Niles, Ohio	0	0	0	0.0	0.0
112. Defiance, Ohio	0	0	0	0.0	0.0
113. McAlester, Okla.	**0**	**1**	**0**	**0.0**	**0.0**
114. Alpena, Mich.	**0**	**2**	**0**	**0.0**	**0.0**
115. Massena, N. Y.	0	0	0	0.0	0.0
116. East Moline, Ill.	**0**	**1**	**0**	**0.0**	**0.0**
117. Brookfield, Ill.	0	0	0	0.0	0.0
118. Bristol, Va.	0	0	0	0.0	0.0
119. Naugatuck, Conn.	**0**	**2**	**0**	**0.0**	**0.0**
120. Tracy, Calif.	0	0	0	0.0	0.0
121. Attleboro, Mass.	**0**	**2**	**0**	**0.0**	**0.0**
122. Owatonna, Minn.	0	0	0	0.0	0.0
123. Highland Park, Tex.	0	0	1	0.0	0.0
124. Norfolk, Neb.	0	0	0	0.0	0.0
125. Wethersfield, Conn.	0	0	0	0.0	0.0
126. Prescott, Ariz.	0	0	0	0.0	0.0
127. Wisconsin Rpds., Wis.	0	0	0	0.0	0.0
128. Faribault, Minn.	0	0	0	0.0	0.0
129. Rocky River, Ohio	0	0	0	0.0	0.0
130. Glenview, Ill.	0	0	1	0.0	0.0
131. Needham, Mass.	**0**	**1**	**0**	**0.0**	**0.0**
132. The Dalles, Ore.	0	0	0	0.0	0.0
133. Port Angeles, Wash.	0	0	0	0.0	0.0
134. Garden City, Kan.	0	0	0	0.0	0.0
135. Shelton, Conn.	0	0	4	0.0	0.0
136. Vernon, Conn.	0	0	0	0.0	0.0
137. Hanford, Calif.	0	0	0	0.0	0.0
138. Boone, Iowa	0	0	0	0.0	0.0
139. Fergus Falls, Minn.	0	0	0	0.0	0.0
140. North Adams, Mass.	**0**	**1**	**0**	**0.0**	**0.0**
141. South Orange, N. J.	**0**	**1**	**1**	**0.0**	**0.0**
142. Logan, Utah	0	0	1	0.0	0.0
143. Astoria, Ore.	0	0	0	0.0	0.0
144. Winfield, Kan.	0	0	0	0.0	0.0
145. Branford, Conn.	0	0	0	0.0	0.0
146. Kenmore, N. Y.	0	0	0	0.0	0.0
147. State College, Pa.	0	0	0	0.0	0.0
148. Mamaroneck, N. Y.	**0**	**1**	**0**	**0.0**	**0.0**
149. Waynesboro, Va.	0	0	0	0.0	0.0
150. Hawthorne, N. J.	0	0	0	0.0	0.0
151. Marshfield, Wis.	0	0	0	0.0	0.0
152. Albany, Calif.	0	0	1	0.0	0.0
153. Coronado, Calif.	**0**	**1**	**1**	**0.0**	**0.0**
154. St. Joseph, Mich.	0	0	0	0.0	0.0
155. Lamesa, Tex.	**0**	**1**	**0**	**0.0**	**0.0**
156. Enfield, Conn.	0	0	0	0.0	0.0
157. Gardner, Mass.	0	0	1	0.0	0.0
158. Canton, Ill.	**0**	**1**	**0**	**0.0**	**0.0**
159. Martinsburg, W. Va.	0	0	0	0.0	0.0
160. Mitchell, S. D.	0	0	0	0.0	0.0
161. Beaver Dam, Wis.	0	0	0	0.0	0.0
162. Hopewell, Va.	0	0	0	0.0	0.0
163. Conneaut, Ohio	0	0	0	0.0	0.0
164. Galion, Ohio	0	0	0	0.0	0.0
165. Winnetka, Ill.	0	0	0	0.0	0.0
166. Hays, Kan.	0	0	0	0.0	0.0
167. Menasha, Wis.	0	0	0	0.0	0.0
168. North Olmsted, Ohio	0	0	1	0.0	0.0
169. Mt. Pleasant, Mich.	0	0	1	0.0	0.0
170. Albion, Mich.	0	0	0	0.0	0.0
171. Van Wert, Ohio	0	0	0	0.0	0.0
172. Bellefontaine, Ohio	0	0	0	0.0	0.0
173. Elizabeth City, N. C.	0	0	0	0.0	0.0
174. Bowling Green, Ohio	0	0	0	0.0	0.0
175. Suffolk, Va.	0	0	0	0.0	0.0
176. Windsor, Conn.	**0**	**1**	**0**	**0.0**	**0.0**
177. Hornell, N. Y.	0	0	0	0.0	0.0
178. Virginia, Minn.	0	0	0	0.0	0.0
179. Grosse Pt. Wds., Mich.	0	0	0	0.0	0.0
180. Du Bois, Pa.	**0**	**1**	**0**	**0.0**	**0.0**
181. Marinette, Wis.	**0**	**1**	**1**	**0.0**	**0.0**
182. Winchester, Conn.	**0**	**1**	**0**	**0.0**	**0.0**
183. Red Wing, Minn.	0	0	0	0.0	0.0
184. Bay Village, Ohio	0	0	1	0.0	0.0
185. Cudahy, Wis.	0	0	0	0.0	0.0
186. Pacific Grove, Calif.	0	0	0	0.0	0.0
187. Cadillac, Mich.	0	0	0	0.0	0.0
188. University Hts., Ohio	0	0	0	0.0	0.0
189. Charles City, Iowa	0	0	0	0.0	0.0
190. Rock Springs, Wyo.	0	0	0	0.0	0.0
191. Cambridge, Md.	0	0	1	0.0	0.0
192. La Grange Park, Ill.	0	0	0	0.0	0.0
193. Fairfield, Calif.	0	0	0	0.0	0.0
194. Menominee, Mich.	0	0	1	0.0	0.0
195. Bemidji, Minn.	**0**	**1**	**0**	**0.0**	**0.0**
196. Grosse Pte. Pk., Mich.	0	0	0	0.0	0.0

TRAFFIC DEATHS—STATE RECORDS

Deaths are reported by state traffic authorities.

All figures are preliminary. To insure proper comparisons, 1959 and 1958 figures cover the same reporting period as those for 1960.

Population Rate: U. S. population rate is the estimated annual number of deaths per 100,000 population, assuming that deaths for the rest of the year will follow the normal seasonal pattern. State population rate is the estimated annual number of deaths per 100,000 population, assuming that the monthly average of deaths will remain at the present average for the rest of the year. Population rates are based on July 1, 1959, population estimates, U. S. Bureau of the Census, Washington, D. C.

States shown in heavy type have improved in 1960 compared with 1959, or showed no change.

Mileage rate: The number of deaths per 100 million vehicle miles of travel.

(Figures in parenthesis following the 1960 mileage rate indicate the number of months for which the mileage rate is calculated for each state.)

	Months Reported	Deaths Identical Periods 1960	1959	1958	% Change 1959 to 1960	1958 to 1960	1960 Pop. Rate	1960 Mile. Rate	
TOTAL U.S.	4	10,590	10,730	10,300	— 1%	+ 3%	20.8	4.7	(4)
Ala.	4	210	243	242	— 14%	— 13%	19.7	5.0	(2)
Alaska	4	7	4	6	+ 75%	+ 17%	11.0	—	—
Ariz.	4	144	170	155	— 15%	— 7%	35.0	7.2	(3)
Ark.	4	108	114	121	— 5%	— 11%	18.6	4.8	(3)
Calif.	4	1,079	1,075	986	+ *%	+ 9%	22.1	4.6	(2)
Colo.	4	96	93	83	+ 3%	+ 16%	17.1	5.7	(1)
Conn.	4	64	66	58	— 3%	+ 10%	8.0	2.4	(3)
Del.	4	23	24	25	— 4%	— 8%	15.2	3.7	(3)
D. of C.	4	29	24	16	+ 21%	+ 81%	10.4	4.4	(2)
Fla.	4	431	375	378	+ 15%	+ 14%	27.2	6.2	(3)
Ga.	4	315	300	258	+ 5%	+ 22%	24.6	6.0	(3)
Hawaii	3	23	26	—	— 12%	—	14.0	—	—
Idaho	4	55	65	71	— 15%	— 23%	24.8	4.5	(2)
Ill.	4	435	456	509	— 5%	— 15%	12.8	3.7	(3)
Ind.	4	299	287	260	+ 4%	+ 15%	19.3	4.7	(3)
Ia.	4	150	209	184	— 28%	— 18%	16.0	—	—
Kan.	4	122	143	135	— 15%	— 10%	17.1	3.7	(3)
Ky.	4	209	230	235	— 9%	— 11%	20.1	7.5	(1)
La.	4	247	211	284	+ 17%	— 13%	23.4	7.2	(3)
Maine	4	41	39	31	+ 5%	+ 32%	13.0	2.9	(3)
Md.	4	179	171	162	+ 5%	+ 10%	17.7	5.4	(2)
Mass.	4	147	151	157	— 3%	— 6%	8.9	2.9	(2)
Mich.	4	391	338	358	+ 16%	+ 9%	14.7	4.0	(3)
Minn.	4	161	162	171	— 1%	— 6%	14.2	3.4	(3)
Miss.	4	204	159	142	+ 28%	+ 44%	28.0	8.2	(3)
Mo.	4	294	254	239	+ 16%	+ 23%	20.8	4.0	(2)
Mont.	4	44	46	54	— 4%	— 19%	19.2	5.6	(2)
Neb.	4	62	86	80	— 28%	— 23%	12.8	3.2	(3)
Nev.	4	44	43	25	+ 2%	+ 76%	47.1	6.8	(2)
N. H.	4	21	35	14	— 40%	+ 50%	10.6	1.9	(3)
N. J.	4	206	207	211	— *%	— 2%	10.4	2.7	(3)
N. M.	4	129	131	102	— 2%	+ 26%	44.0	6.9	(2)
N. Y.	4	529	612	593	— 14%	— 11%	9.6	3.9	(2)
N. C.	4	338	367	271	— 8%	+ 25%	22.4	5.9	(2)
N. D.	4	28	45	38	— 38%	— 26%	13.1	—	—
Ohio	4	522	447	531	+ 17%	— 2%	16.1	—	—
Okla.	4	150	182	181	— 18%	— 17%	19.8	4.7	(2)
Ore.	4	98	126	117	— 22%	— 16%	16.6	4.3	(3)
Pa.	4	444	485	462	— 8%	— 4%	11.9	4.0	(2)
R. I.	4	16	21	22	— 24%	— 27%	5.5	1.9	(3)
S. C.	4	210	171	167	+ 23%	+ 26%	26.1	8.7	(2)
S. D.	4	43	54	58	— 20%	— 26%	18.8	3.0	(3)
Tenn.	4	220	197	195	+ 12%	+ 13%	18.9	5.0	(1)
Tex.	4	631	723	656	— 13%	— 4%	19.9	4.0	(2)
Utah	4	62	43	47	+ 44%	+ 32%	21.1	6.4	(1)
Vt.	4	19	29	10	— 34%	+ 90%	15.3	4.8	(3)
Va.	4	222	237	230	— 6%	— 3%	16.7	4.0	(3)
Wash.	4	153	153	157	0%	— 3%	16.3	4.6	(3)
W. Va.	4	92	115	92	— 20%	0%	14.0	5.0	(2)
Wis.	4	211	192	209	+ 10%	+ 1%	15.8	4.6	(2)
Wyo.	4	31	35	31	— 11%	0%	29.2	3.8	(3)
P. R.‡	4	125	83	98	+ 51%	+ 28%	16.2	12.1	(2)
V. I.†	4	3	2	2	+ 50%	+ 50%	33.3	—	—
CANADIAN PROVINCES									
Alta.	1	15	7	17	+114%	— 12%	15.5	—	—
B. C.	2	41	20	36	+105%	+ 14%	16.5	—	—
Man.	3	12	22	20	— 45%	— 40%	5.6	—	—
Sask.	4	30	17	28	+ 76%	+ 7%	10.2	—	—

*Less than .5%
‡Commonwealth of Puerto Rico
†Virgin Islands

	Four Months 1960	1959	1958	1960 Reg. Rate	1960 Pop. Rate
197. Two Rivers, Wis.	**0**	**1**	**0**	**0.0**	**0.0**
198. Henderson, N. C.	0	0	2	0.0	0.0
199. Covington, Va.	0	0	0	0.0	0.0
200. Huntington Bch., Calif.	**0**	**7**	**1**	**0.0**	**0.0**
201. Dyersburg, Tenn.	**0**	**2**	**0**	**0.0**	**0.0**
202. Ironwood, Mich.	0	0	0	0.0	0.0
203. Maumee, Ohio	0	0	0	0.0	0.0
204. Fort Thomas, Ky.	0	0	0	0.0	0.0
205. Stoughton, Mass.	0	0	1	0.0	0.0
206. Los Alamos, N. M.	**0**	**1**	**0**	**0.0**	**0.0**
207. Moscow, Idaho	0	0	0	0.0	0.0
208. Monroe, N. C.	**0**	**1**	**1**	**0.0**	**0.0**
209. Mansfield, Conn.	0	0	0	0.0	0.0
210. Bellaire, Ohio	0	0	1	0.0	0.0
211. Stonington, Conn.	**0**	**1**	**0**	**0.0**	**0.0**
212. Ridgefield Pk., N. J.	0	0	0	0.0	0.0
213. Webster, Mass.	0	0	0	0.0	0.0
214. Ashland, Wis.	0	0	0	0.0	0.0
215. Fairfield, Ala.	0	0	0	0.0	0.0
216. Watertown, Conn.	**0**	**1**	**0**	**0.0**	**0.0**
217. Killingly, Conn.	**0**	**1**	**0**	**0.0**	**0.0**
218. Mercedes, Tex.	0	0	0	0.0	0.0
219. Donora, Pa.	0	0	0	0.0	0.0
220. Rolling Meadows, Ill.	0	0	0	0.0	0.0
All cities in this group				1.1	5.9
221. Santa Cruz, Calif.	1	0	3	1.8	13.2
222. Grand Island, Neb.	1	1	1	2.0	12.0
223. Fort Myers, Fla.	1	0	0	2.0	16.9
224. Austin, Minn.	1	0	0	2.1	12.3
225. Ponca City, Okla.	1	0	0	2.1	13.0
226. Adrian, Mich.	1	0	0	2.3	12.5
227. Pampa, Tex.	1	0	0	2.5	15.7
228. Kingsport, Tenn.	1	0	0	2.6	12.2
229. East Haven, Conn.	1	0	0	2.7	16.0
230. Manhattan, Kan.	1	0	0	2.7	15.7
231. W. Springfield, Mass.	1	1	3	2.7	13.1
232. Wheaton, Ill.	1	0	0	2.7	12.7
233. Renton, Wash.	1	0	1	2.8	17.8
234. Newport, R. I.	1	0	0	2.8	8.0
235. Aberdeen, S. D.	1	1	1	2.8	13.6
236. Monterey, Calif.	1	0	1	2.8	13.8
237. Owosso, Mich.	1	0	0	2.8	15.1
238. Morristown, N. J.	1	0	0	2.9	17.0
239. Cranford, N. J.	1	0	0	2.9	13.1
240. Holland, Mich.	1	0	0	2.9	15.4
241. Brownwood, Tex.	1	1	0	2.9	14.9
242. Yuma, Ariz.	1	0	0	3.0	23.6
243. Colton, Calif.	1	0	1	3.0	15.9
244. So. Portland, Maine.	1	0	1	3.0	12.3
245. Hollywood, Fla.	2	2	1	3.2	26.3
246. Greenville, Tex.	1	1	0	3.2	19.4
247. Augusta, Maine	1	0	4	3.2	12.1
248. Oswego, N. Y.	1	0	0	3.3	13.3
249. Caldwell, Idaho	**1**	**2**	**0**	**3.4**	**25.6**
250. Newton, Kan.	1	0	0	3.5	22.7
251. Greenwood, Miss.	1	1	0	3.6	15.5
252. Antioch, Calif.	1	0	1	3.6	19.4
253. Collingswood, N. J.	1	1	0	3.6	16.7
254. La Mesa, Calif.	2	1	0	3.8	25.5
255. Goshen, Ind.	1	1	0	3.8	22.7
256. Livermore, Calif.	1	0	0	3.8	23.8
257. Santa Paula, Calif.	1	0	0	3.8	24.6
258. Watertown, Wis.	1	0	0	4.1	23.1
259. Griffin, Ga.	1	0	0	4.2	21.4
260. Ansonia, Conn.	1	0	0	4.2	15.2
261. Lexington, N. C.	1	0	1	4.2	20.8
262. Escanaba, Mich.	1	0	0	4.4	19.7
263. Brawley, Calif.	1	0	2	4.4	22.4
264. Atchison, Kan.	1	0	1	4.4	23.4
265. Plymouth, Mich.	1	0	0	4.7	27.5
266. Southington, Conn.	1	0	1	4.9	17.8
267. River Forest, Ill.	1	0	0	5.2	27.8
268. River Rouge, Mich.	**1**	**2**	**0**	**5.2**	**14.1**
269. Homewood, Ala.	1	1	1	5.3	16.7
270. Windham, Conn.	1	0	1	5.5	16.4
271. Swampscott, Mass.	1	0	0	5.6	22.9
272. North Chicago, Ill.	1	0	1	5.6	16.7
273. Milford, Mass.	1	1	0	5.8	19.2
274. Westlake, Ohio	1	1	1	5.8	28.0
275. Auburn, Mass.	1	0	0	5.9	24.2
276. La Salle, Ill.	1	0	0	6.3	24.8
277. Beacon, N. Y.	1	0	1	6.5	20.0
278. Leominster, Mass.	2	1	1	6.5	24.2
279. Bell, Calif.	3	1	0	7.2	48.9
280. Corona, Calif.	2	2	0	7.2	47.2
281. Pompana Beach, Fla.	2	0	0	7.7	50.0
282. Victoria, Tex.	4	0	0	8.4	53.6
283. Dover, Ohio	2	0	1	10.1	55.6
284. Circleville, Ohio	2	0	0	10.4	57.1
285. Ecorse, Mich.	2	0	0	11.3	32.4
286. Darien, Conn.	3	2	0	11.4	57.3
287. West Lafayette, Ind.	**2**	**3**	**0**	**11.6**	**45.8**
288. Derby, Conn.	2	0	0	12.5	54.1
289. Bloomington, Minn.	6	0	0	22.3	142.9
290. Reidsville, N. C.	4	0	0	20.9	102.6
CANADIAN CITIES					
London, Ont.	1	2	2	—	2.9
Montreal, Que.	22	29	33	—	5.9
Toronto, Que.	33	26	51	—	6.7
Hamilton, Ohio	8	7	6	—	9.9

MOTOR VEHICLE DEATHS AND INJURIES BY STATES 1960 and 1959

Thirty-two states and the District of Columbia have reported their death and injury experience for one to three months of 1960.

The table below shows all of the injury data reported by each state, but little information is available on precisely what injuries are included in each state's tabulation.

Differences in the ratio of injuries to deaths probably reflect primarily differences in the extent to which all injuries are reported. Other factors are undoubtedly involved, such as: (1) a few states omit some or all of the injuries in urban accidents; (2) there are large differences between states in the proportion of travel which is in urban area (the injury-death ratio for urban accidents is about four times the ratio for rural accidents).

The question of what injuries are being reported applies with equal force to the per cent change in injuries from 1959 to 1960. Any tightening up of police administration, any emphasis on "get all the injuries" is almost certain to bring about an increase in reported injuries, but probably only in minor ones. Similarly, instructions to "skip the scratches" probably would result in a decrease in recorded cases in many states. Introduction of financial responsibility laws has been observed to increase reported injuries sharply. Even the public's increased claims-consciousness is regarded by many people as an element in the growing number of injuries reported. With such factors operating to destroy comparability, indicated changes in the number of injuries should not be considered as reliable.

	Months Reported	Deaths†† 1960	1959	Injuries†† 1960	1959	% Change 1959 to 1960 Deaths	Injuries	1960 Ratio of Injuries to Deaths
TOTAL U.S.	**	4,441#	4,490#	187,690	180,328	— 1#	+ 4	42
Ala.	3	162	182	1,018†	1,096†	— 11	— 7	6
Ariz.								
Ark.	3	77	79	771	616	— 3	+ 25	10
Calif.	2	514	532	22,999	22,486	— 3	+ 2	45
Colo.								
Conn.								
Del.	3	18	15	564	549	+ 20	+ 3	31
D. of C.	3	19	16	1,710	1,663	+ 19	+ 3	90
Fla.	2	205	207	8,148	7,365	— 1	+ 11	40
Ga.	3	230	225	4,179	4,012	+ 2	+ 4	18
Idaho	1	7	15	294	375	— 53	— 22	42
Ill.	2	211	212	14,157	14,571	— *	— 3	67
Ind.								
Ia.								
Kans.								
Ky.	3	147	164	3,139	3,247	— 10	— 3	21
La.	3	183	159	1,791†	2,037†	+ 15	— 12	10
Me.	3	25	29	1,401	1,310	— 14	+ 7	56
Md.	3	117	122	5,007	4,387	— 4	+ 14	43
Mass.								
Mich.	3	286	213	18,790	12,235	+ 34	+ 54	66
Minn.	3	119	124	5,800	5,864	— 4	— 1	49
Miss.	3	150	131	1,722	1,654	+ 15	+ 4	11
Mo.	3	218	182	2,525	2,192	+ 20	+ 15	12
Mont.	1	13	11	287	193	+ 18	+ 49	22
Neb.	1	25	24	912	733	+ 4	+ 24	36
Nev.								
N. H.	3	10	24	1,405	1,442	— 58	— 3	140
N. J.								
N. M.	2	54	62	826	690	— 13	+ 20	15
N. Y.	2	274	303	40,373	40,700	— 10	— 1	147
N. C.	2	156	181	3,907	3,300	— 14	+ 18	25
N. D.	3	20	25	425	501	— 20	— 15	21
Ohio	3	361	327	17,907	16,658	+ 10	+ 7	50
Okla.	1	41	41	1,308	1,190	0	+ 10	32
Ore.	3	75	97	3,787	3,996	— 23	— 5	50
Pa.								
R. I.								
S. C.	2	119	84	1,763	1,417	+ 42	+ 24	5
S. D.								
Tenn.	1	54	42	1,520	1,093	+ 29	+ 39	28
Texas	3	441	551	13,694	17,020	— 20	— 20	31
Utah								
Vt.	3	16	21	580	750	— 24	— 23	36
Va.								
Wash.	2	78	63	4,463	4,488	+ 24	— 1	57
W. Va.								
Wis.								
Wyo.	3	16	27	518	498	— 41	+ 4	32
P. R.‡	2	48	39	2,045	1,834	+ 23	+ 12	43
V. I.¶	3	3	2	55	42	+ 50	+ 31	18

†Rural injuries only.

††All figures preliminary. To insure proper comparisons 1959 figures cover the same reporting period as those for 1960.

*Less than .5%.

**Death and injury totals cover reports for all months indicated in this column.

#Death totals and changes differ from national figures because those shown here are based on the states and months for which injury data are reported.

‡Commonwealth of Puerto Rico.

¶Virgin Islands.

THE SAFETY LIBRARY

By Lois Zearing, Librarian, NSC

Accidents

The Dishonor Roll. The Travelers 1960 book of street and highway accident data. 28pp. The Travelers Insurance Companies, Hartford, Conn. Free.

Gas Trailer Accident Creates Washington Freeway Emergency. Thomas W. Kirkwood. *Fire Engineering*. April, 1960. p. 334-335.

Hope for Safety Rests On Good Team Work. Daniel Ryan. *Cook County Highways*. March, 1960. p. 3 and 7.

Limited Access Roads Are Safer. *Traffic Digest and Review*. April, 1960. p. 19.

Motor Vehicle Traffic Accidents, 1958-1959. 59pp. Information Services Division, Dominion Bureau of Statistics, Ottawa, Canada. (Catalogue No. 53-206 Annual) Price 75c.

Turnpikes Post Better Safety Record For 1959. *Traffic Engineering*. April, 1960. p. 36.

Alcohol

The Drinking Driver. Leaflet. Insurance Institute for Highway Safety, 1710 H St., N. W., Washington 6, D. C. Free.

Automobiles

Clear Viewing For Drivers Increased By 15 Per Cent: New Body Designs Bring Major Improvement Since 1950. *Automotive Safety*. March, 1960. p. 5.

Belts

Safety Belts Effectiveness in Rural California Automobile Accidents: A Comparison of Injuries to Users and Non-Users of Safety Belts. Boris Tourin and John W. Garrett. 1960. 23pp. Processed. Automotive Crash Injury Research of Cornell University, 316 East 61st St., New York 21, N. Y.

(Joint study by California Highway Patrol and Automotive Crash Injury Research of Cornell University.)

Commercial Vehicles

Driver's Manual. 1959. 158pp. The White Motor Co., Cleveland, Ohio.

Mudguard Requirements. *Commercial Car Journal*. April, 1960. p. 290.

(Regulations revised March 25, 1960.)

Proposed Medical Standards for the Operators of Commercial Vehicles. Seward E. Miller. *Industrial Medicine and Surgery*. April, 1960. p. 153-159.

Safety Equipment. *Commercial Car Journal*. April, 1960. p. 282-283, 286-287.

(ICC safety rules and regulations for trucks and buses—compiled by National Highway Users Conference, March 25, 1960.)

Summary of Trailer Coach Regulations, United States and Canada, 1960. 105pp. Automobile Club of Southern California, 2601 S. Figueroa St., Los Angeles 54, Calif.

Conferences

1959 Proceedings. 1960. 272pp. Institute of Traffic Engineers, 2029 K St., N. W., Washington 6, D. C.

Drivers and Driving

Driver Education and Driving Simulators. James H. Fox. 1960. 72pp. National Commission on Safety Education, National Education Association, 1201 Sixteenth St., N. W., Washington 6, D. C. Price $1.50.

(The purpose of this study is to help those responsible for driver education to evaluate the effectiveness of training devices which simulate driving.)

Giving and Scoring Driver Road Tests. (First of Two Parts) J. Stannard Baker and Glenn V. Carmichael. *Traffic Digest and Review*. April, 1960. p. 11-14, 27-32.

How Fleet Operators SAVE 3 WAYS with

Beam's AUTO SAFETY BELTS

New low factory-to-you prices on belts for company cars and employees' personal cars . . .

Now you can reduce the high cost of auto accidents — with Beam's Auto Safety Belts!

CUTS DIRECT EXPENSES of salaries to employees injured and unable to work, **plus** expense of training replacements . . . because safety belts reduce injuries over 60%, cut fatalities 50%, according to findings by Cornell University Auto Crash Center.

CUTS INDIRECT EXPENSES! By effectively reducing injuries and fatalities, Beam's Auto Safety Belts help keep your insurance rates down, prevent loss of company time and production, reduce attorney fees and other costs!

FACTORY-TO-YOU SAVINGS! Beam's low factory-to-you prices permit installation of Safety Belts on all company owned cars — **PLUS** the extra protection of equipping employees' personal cars with belts, at substantial savings over the current retail price!

Metal-to-metal buckle holds securely, releases instantly at touch of finger. 100% nylon webbing. Belt tests over 6,000 lbs. Exceeds both SAE and GSA requirements. Easy to install, transfer.

SAVE LIVES — SAVE MONEY! — MAIL COUPON TODAY!

BEAM'S MANUFACTURING CO.
13th & North Robinson, Oklahoma City, Oklahoma
Yes! Send me net prices on Beam's Auto Safety Belts. Also literature and demonstration material to help me sell safety to my drivers.

NAME _____

ADDRESS _____

CITY _____ STATE _____

CE 2-8521

Beam's

13th and North Robinson Oklahoma City, Okla.

Circle Item No. 4—Reader Service Card

(An operational-level manual for examiners.)

The High School Student . . . and the Automobile. A. E. Spottke. *Traffic Digest and Review*. April, 1960. p. 8-10, 25-26.

(Relationship between scholastic records of high school students and their use of the family car were examined in Niles Township, Ill.)

Police School for Memphis Drivers. *Traffic Digest and Review*. April, 1960. p. 21-22.

Policies and Practices for Driver Education. National Conference of Driver Education, 1960. 84pp. National Commission on Safety Education, National Education Association, 1201 Sixteenth St., N. W., Washington 6, D. C. Price $1.00.

(This report presents in detail the thinking of the conference on planning and evaluating instruction, preparing teachers and administrating programs; on the role of state departments; on research needed for the vigorous growth of driver education.)

Status of Driver Education in the United States; A Study of Courses as Described by State and Local School Systems in Response to a Special Inquiry. Norman Key. 1960. 76pp. National Commission on Safety Education, National Education Association, 1201 Sixteenth St., N. W., Washington 6, D. C. Price $2.00.

Study Shows Illinois Driver Improvement Program a Success. *Chicago Traffic Safety Review*. March, 1960. p. 1-4.

Engineering

The Use of Motor Vehicle Citations in Traffic Engineering Analysis. Martin A. Wallen. *Traffic Engineering*. April, 1960. p. 26-31.

(A means of evaluating the driver's acceptance of the engineer's instructions and regulations.)

Exhaust Gas

California Approves Antismog Bill for All Vehicles. *Automotive News*. April 11, 1960. p. 4.

Foreign Safety Activities

U. S. Is Serving As World Model In Traffic Safety: Many Foreign Nations Seek Accident Reduction Aid. *Automotive Safety*. March, 1960. p. 4.

Highways

Christmas Every Day! Leftover Yule Trees used on Chicago Medians. Daniel McCarthy. *Highway Highlights*. April, 1960. p. 13.

Color-coated Roads Aid Drivers. *Engineering News-Record*. April 7, 1960. p. 55.

(Color-coated reflective road surfaces can ease traffic flow by increasing drivers' discernment of interchange ramps according to field test by the Minnesota Department of Highways and Minnesota Mining and Manufacturing Co.)

Inspections

Contribution to Safety: Regulation Inspection of Motor Vehicles Helps to Prevent Accidents, Washington, D. C.'s program is an excellent example. *Highway Highlights*. April, 1960. p. 10-12.

License Plates

Legibility of License Plates. *Traffic Digest and Review*. April, 1960. p. 15-16.

(Recommendations for license plates for Illinois as the result of a two year study.)

Lighting

Around-the-clock Safety on Schuylkill Expressway. *Street and Highway Lighting*. March, 1960. p. 21.

(Scientific lighting erases underpass shadows.)

Police

California Highway Patrol, 1959 Annual Report. 1960. *California Highway Patrol*, Sacramento, Calif.

Virginia State Police Achievements in Traffic Law Enforcement. Charles W. Woodson, Jr. *Traffic Quarterly*. April, 1960. p. 212-220.

Programs

Balanced Safety Program Urged In Arizona. *A.A.M.V.A. Bulletin*. March, 1960. p. 3-5.

How to Save 19,000 Lives in a Year. Jack Star. *Look Magazine*. May 10, 1960. p. 103-105.

(Connecticut traffic safety program.)

Small Towns Also Have Traffic Problems. Bryan Wilson. *Street Engineering*. April, 1960. p. 32-35.

(Sensible suggestions for leaders in smaller communities who would like to make the most of their streets, help solve the parking problems and cut the accident rate.)

Your Action Program for Highway Safety. 1960. 40pp. *National Farmers Union*, 1575 Sherman St., Denver 1, Colo.

(Gives procedures, resources and suggested projects for planning a community program.)

School Buses

Requirements and Training Programs for School Bus Drivers. E. Glenn Featherston and John B. Murray. Rev. 1960. 11pp. U. S. Department of Health Education, and Welfare, Washington 25, D. C. (OE-20010-Circular No. 465)

Signs and Signals

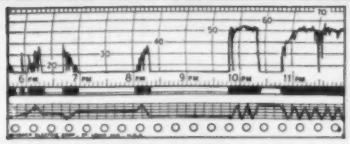
Museum of Unusual Traffic Signs. *Traffic Digest and Review*. April, 1960. p. 17-18.

(Contest uncovers some unorthodox street and highway markers erected throughout the nation.)

Yield Signs: Warrants and Applications. James H. Kell. *Traffic Engineering*. April, 1960. p. 15-17.

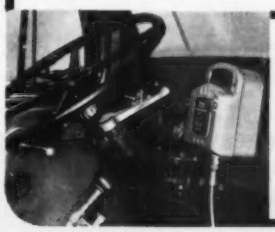
Turn Page

NEW 31-DAY "STRIP" CHART
helps truck owners cut operating costs



New WAGNER-SANGAMO
TACHOGRAPH
graphically records truck operations
—up to 31 days—on single chart

This tamper-proof instrument provides a permanent graphic report of every run of each Tachograph-equipped truck. Recorded time of operation, duration of stops, speeds, and distances traveled give you valuable information . . . help you plan better routing, control speed, cut wasted time, and reduce truck operating costs. For details, mail the coupon.



Wagner Electric Corporation
6467 PLYMOUTH AVE., ST. LOUIS 33, MO., U.S.A.
Send FREE copy of Bulletin SU-140.
Name_____
Company_____
Address_____
City & State_____
We operate_____vehicles. WS60-4

Circle Item No. 5—Reader Service Card

ADDRESSES OF MAGAZINES MENTIONED

AAMVA Bulletin
504 Hill Bldg.
Washington 6, D. C.

Automotive News
2666 Penobscot Bldg.
Detroit 26, Mich.

Automotive Safety
Detroit 2, Mich.

Chicago Traffic Safety Review
20 N. Wacker Dr.
Chicago 6, Ill.

Commercial Car Journal
Chestnut and 56th Sts.
Philadelphia, Pa.

Cook County Highways
130 N. Wells St.
Chicago 6, Ill.

Engineering News-Record
330 W. 42nd St.
New York 36, N. Y.

Fire Engineering
305 E. 45th St.
New York 17, N. Y.

Highway Highlights
National Press Bldg.
Washington 4, D. C.

Industrial Medicine and Surgery
P. O. Box 44306
Miami 44, Fla.

Look Magazine
488 Madison Ave.
New York 22, N. Y.

Street and Highway Lighting
1400 Terminal Towers
Cleveland 13, Ohio

Street Engineering
22 W. Maple St.
Chicago 10, Ill.

Traffic Digest & Review
Northwestern University
1804 Hinman Ave.
Evanston, Ill.

Traffic Engineering
2029 K St., N. W.
Washington 6, D. C.

Traffic Quarterly
Eno Foundation
Saugatuck, Conn.

BOOK REVIEW

Proceedings of the Symposium on Alcohol and Road Traffic, 331 pages, soft cover, published by the Indiana University Department of Police Administration and Center For Police Training. Price, $6.00, post paid. Inquiries concerning the book should be directed to the Department of Police Administration, Indiana University, Bloomington, Ind.

This work is the report of the Conference on Alcohol and Road Traffic held at Indiana University in December, 1958. This conference was the third of a series devoted to the topic of alcohol and road traffic. The foremost authorities in this field from all over the world participated or contributed papers. The first two conferences were held in Stockholm in 1950 and Toronto in 1954.

The reader will find this work an informative and very useful reference on the subject. The symposium was set up with five panels reporting in specific areas of: law enforcement; chemical tests; education and public information; interpretation and medical aspects; and legal aspects. Each panel report contains original papers and comments on these papers by other experts. In addition, questions and answers from the floor are also included after the presentations of papers and comments.

One major recommendation to come from this symposium was made by a special committee chaired by Dr. R. N. Harger. The committee recommended that the blood alcohol concentration at which drivers are prosecuted for DWI should be set at 0.10 per cent. Discussions over this point are contained in the book and will provide readers with much food for thought.

—Donald Lhotka
Senior Consultant,
NSC traffic division

NOW...EVERYTHING YOU'VE WANTED IN SPEED CONTROL EQUIPMENT

"Rabbit Ears" RADAR
Radar Timer
...by MUNI QUIP

- Two Way operation by ONE MAN!
- Transistor power, lightweight, low current!
- Long range sensitive "Rabbit Ears"
- SPECIAL METER HOLDS SPEED!
- Operates within 2% in favor of motorist!
- Guaranteed Service!

Write or Phone for FREE Demonstration

OTHER PRODUCTS

- Traffic Timer
- Traffic Counter
- Portable School Flashers
- Portable Traffic Signals

MUNI QUIP CORP.
989 West King Street Decatur, Illinois

Circle Item No. 6—Reader Service Card

Nevada's "Walk-Thru"

From Page 27

Power Co. It has been found that the civic, fraternal and professional groups in the communities throughout the state have been very willing to sponsor the introduction of these signs into their local schools. Victor Whittlesea, president of the Nevada Safety Council says, "This program is the best builder of public support the Council has."

The reasons for the popularity of the Walk Thru program are many. However, the most often expressed is the feeling that this is part of the child's education that equips him to live successfully in his environment. The educators welcome the addition of the signs to their teaching aids and have developed multi-purpose uses for them, such as bicycle safety rodeos.

The traffic safety message does not stop within the confines of the classrooms. It has been the normal course of events to receive reports from parents that their children, after having been exposed to this program, frequently remind the operator of the family car that "Stop signs mean 'Stop,' Daddy," and "Mother! the man from the safety council said that we should always give a signal when we stop on our *bikes*."

These reports from parents usually end with, "There isn't much you can say when your children catch you red handed in a violation of the traffic laws; you simply start watching your driving a little closer."

NEW... SAFETY EQUIPMENT

Publication of product announcements in this section should not be construed as endorsement or approval by the National Safety Council.

Actuated Traffic Controllers

A complete line of vehicle actuated traffic control equipment features semi-vehicle-actuated (SVA series) and fully-vehicle-actuated (FVA series) controllers. All of the new units are designed to provide a flexible traffic control system with many convenient features. Each basic controller is designed and wired to accommodate a wide variety of accessory units. Additional accessories may be added at any time.

A motor driven cam unit offers flexibility with a minimum number of relays. All relays are jack-mounted. The new cam unit has silver cadmium oxide contacts, rated at 10 amperes. Gold plated contacts are used on the timing circuits.

The rigid cam shaft has double shielded ball bearings with lifetime silicone lubricant reduces maintenance. The cam unit, secondary panel, recall and signal shutdown switches, control dials for interval timing are mounted on the main hinged panel which swings out for complete accessibility. A dust cover, protecting the timer mechanism is held in place by simple snap catches. Color coded wiring and stockinged wiring harnesses are used throughout the controller. The controllers can be used with pressure-sensitive, magnetic, radar or ultra-sonic detectors.

Crouse-Hinds Co., Syracuse 1, N. Y. (Item 41)

School Zone Marker Sign

The School Sign unit features a rugged ¾″x¾″x⅛″ angle iron framework and simple folding for easy carrying. Overall width of the unit is 18¾″. It is equipped with a simple device for locking it in the open position.

The black on yellow "school" sign at top is available in either a baked enamel or fluorescent finish. The black on white "speed limit" sign measures 18″x24″ and is finished in baked enamel. Signs may be double or single faced and are made of 16 gauge aluminized steel.

Standard Signs, Inc., 3190 E. 65th St., Cleveland 27, Ohio. (Item 42)

Demountable Sign

Designed for attachment to small coach or station wagon equipment used in school bus service is a sign assembly, furnished completely with all attachments and wiring for roof-top mounting. Four non-staining rubber suction cups support the sign which is held in place by straps clipped to rain gutter moulding.

The entire sign can be removed from the vehicle in 30 seconds and the panel itself is hinged to fold down when not required. In "Up" position the panel is locked firmly in place and is vibration-free. The sign panel, 8″x27″, is finished in white baked enamel, lettered on both sides in black.

The wiring harness needs only three connections to vehicle. Twelve feet of lead wire is supplied with a quick-connect plug. A two-way switch with a universal dash mounting bracket is supplied. In one position lights will flash when brake pedal is applied. In second position lights flash continuously. Lights, which flash simultaneously, are normally furnished with red lens to the rear and amber lens forward. The sign is available for 6 and 12 volt systems. In addition to "SCHOOL BUS" lettering, "STUDENT DRIVER," "DAY NURSERY" and others are available.

Lake Automotive Products, Oak Park, Ill. (Item 43)

Styled Safety Belts

"Royal Traveler" safety belts feature jewelry-styled buckles, color coordinated webbing and easy installation.

The satin finished metal-to-metal steel buckle has a gold tone, inlaid fleur-de-lis motif and is precision engineered for split second, one finger release action.

The all nylon webbing is made in a choice of 12 colors and the color fast webbing is fully washable.

The "Royal Traveler" is able to withstand 5000 lbs. of "loop load" meeting or exceeding the latest government specifications as well as SAE and state standards.

The belts are easily installed with home tools and are anchored by means of steel "sister hooks" to eye bolts attached with reinforcing flanges to the car floor.

The "Traveler" auto seat belt is made especially for industrial and fleet use. The "Traveler" has the same type of webbing and buckle as the "Royal Traveler" with plain finish and is equipped with functional floor bracket installation.

American Safety Equipment Corp., 350 Fifth Ave., New York, N. Y. (Item 44)

For More Information—Circle Item on the Reader Service Postcard

SAFETY PRODUCT LITERATURE

Traffic Marking Techniques

Traffic marking for public and private use in traffic lanes, crosswalks, barriers, no-passing zones, schools and other zones, railroad approaches, curb and parking space limits, bus clearance lines, spacing zones or islands, route directions, warning signs, directional instructions, parking garages or lots, traffic lanes or storage zones in warehouses, commercial and industrial buildings, are detailed in a brochure supplied by the Trafficaide Corporation, Auburn, New York.

For more details circle No. 81 on enclosed return postal card.

Police Equipment and Accessories

Guns, Inc., 102 Ashburton Avenue, Yonkers, New York, has made available an 8-page, easy to read police equipment and accessories catalog. All items are fully described and clearly illustrated. A supplement catalog is in the process of being made which will include many more items of interest for policemen and police departments.

For more details circle No. 82 on enclosed return postal card.

Polysulfide Base Traffic Buttons

This recently developed plastic traffic marker, made of polysulfide base compounds and reflective glass beads, is described in an 8-page bulletin prepared by Thiokol Chemical Corporation, 780 North Clinton Avenue, Trenton 7, N. J. Illustrated are typical applications of these traffic buttons for crosswalks, street lane marking and highway lane marking.

For more details circle No. 83 on enclosed return postal card.

Vacuum-Clean Streets

Tarrant Mfg. Co., Saratoga Springs, N. Y., has descriptive literature available on their "City Slicker." A machine which sucks up and separates light bulky litter, dry sand and light, fine dust, cleaning a 6½ foot path by means of vacuum and air power.

For more details circle No. 84 on enclosed return postal card.

Two-Way Radio

Literature is available from Motorola Communications & Electronics, Inc., 4051 Augusta Blvd., Chicago 51, Illinois, on their 2-way radio units for fire and police vehicles. Because no margin of error can be permitted, the major consideration when selecting equipment is performance and reliability.

For more details circle No. 85 on enclosed return postal card.

School Traffic Signal Controller

A school signal system designed for operation at mid-block crossing is described in Bulletin 2716 of the Crouse-Hinds Company, Syracuse, N. Y. Simple timing adjustments are provided with an exclusive electronic controller. The control knobs are easily turned to desired settings with no changing of gears or setting of dial keys required.

For more details circle No. 86 on enclosed return postal card.

Highway Median Barrier

Here is a completely new, all-purpose highway barrier that can be used effectively to reduce the severity of off-road accidents. In median barrier service, along high-speed roadways, at bridge approaches, grades, curves, intersection, FlexiGard provides increased protection for motorists. In a brochure available from American Steel & Wire Co., Rockefeller Bldg., Cleveland, Ohio, information from tests conducted by the California Division of Highways with various types of highway barriers and actual test photographs are used to prove the strength and serviceability of their wire rope reinforced chain link barrier.

For more details circle No. 87 on enclosed return postal card.

Savings on Traffic Sign Installation

Detailed specifications and application data are contained in literature released by the Douglas Fir Plywood Association, Tacoma, Washington, on warning, information and regulatory signs of overlaid plywood. Signs which are said to be strong, legible, attractive and able to stand up under prolonged weathering.

For more details circle No. 88 on enclosed return postal card.

Guardrails

A new 12-page catalog will give you full facts on Flex-Beam guardrail, which is galvanized to simplify painting and reduce maintenance and available in double lengths to speed installation. Armco Drainage & Metal Products, Inc., 5880 Curtis Street, Middletown, Ohio.

For more details circle No. 89 on enclosed return postal card.

Resuscitators

Valuable, as well as informative literature on Handy resuscitators that will be of interest to municipal emergency crews, police and fire department personnel and water-front safety teams is available from National Cylinder Gas Division of Chemetrol Corp., 840 N. Michigan Ave., Chicago 11, Illinois.

For more details circle No. 90 on enclosed return postal card.

Asphaltic Patching Unit

A mobile propane-fired infra-red patching unit for asphaltic pavement is the subject of a 5-page illustrated brochure, which also explains "infra-red energy" and includes notes on propane gas. Pavement Salvage Inc., 349 Ohio River Blvd., Emsworth, Pittsburgh 2, Pa.

For more details circle No. 91 on enclosed return postal card.

Traffic Line Marking

A complete line of hand-propelled, power-propelled, truck-mounted or custom-designed traffic line marking machines, with paint capacities from 10 to 750 gallons, and able to set down single, double or triple lines in one or two colors, is the subject of literature offered by the M-B Corp., New Holstein, Wis.

For more details circle No. 92 on enclosed return postal card.

Increase Life of Street Sweeper Brooms

The Sanfax Chemical Co., P.O. Box 604, Atlanta, Ga., has the facts on a chemical that is said to double the life of street sweeper brushes, increase efficiency of flusher operation, conserve water and provide cleaner streets.

For more details circle No. 93 on enclosed return postal card.

Traffic Cones

Brochures are available from Radiator Specialty Co., Charlotte, N. C., on their line of Traffic Cones. Made of plastic that won't crack, tear or break, never need painting and come in solid yellow or Saf-T-Glo colors, and also covered is their all-rubber Safe-T-Cones that can be painted standard red and yellow or reflectorized.

For more details circle No. 94 on enclosed return postal card.

New Barricade Flash

This new flash produces approximately 2,000 hours of continuous flashing from two 6-volt batteries, has a flash frequency of 72 times per minute, is transistorized, and comes equipped with bracket for attaching to barricade. Full information is available from U-C-Lite Mfg. Co., 1063 W. Hubbard Street, Chicago 2, Illinois.

For more details circle No. 95 on enclosed return postal card.

Asphalt Mixer

Available from the Wylie Mfg. Co., Inc., Box 7086, Oklahoma City 12, Oklahoma, is a new 4-page brochure describing their Heat-A-Mix Tailgate Asphalt Mixer by which stockpiled asphalt can be heated and remixed.

For more details circle No. 96 on enclosed return postal card.

Street Lighting Guide

A 20-page guide to planning and promoting street lighting programs. "A Bright City Is a Safe City" contains basic information for street lighting planners and promoters. Published by the Lighting Standard Division of Kerrigan Iron Works Company, Nashville, Tenn., a subsidiary of Rockwell-Standard Corporation.

For more details circle No. 97 on enclosed return postal card.

Driver and Freeway

From Page 15

• Some drivers choose the freeway apparently because the free flow is easier and pleasanter from a driving point of view.

Safer Traffic Flow

The primary purpose of highways is to achieve transportation. Safer traffic flow is by no means the primary aim of the operation of either a conventional or controlled access highway. People were willing to travel even when the risk was considerably greater than it is now on our poorest highways.

However, one of the important values of the controlled access design of modern highways is the great improvement in safety. Even though the death rate as a whole has improved from 18 or more per 100 million miles 30 years ago to between five and six now, the record on freeways is half this number or less as shown by various studies. In addition, these improved records were achieved on the freeways under the highest traffic volumes which occur on any highways.

In order to achieve this safer but efficient flow, however, certain driver behavior relationships are of fundamental importance. Some of them are as follows:

• Drivers must learn to operate according to freeway procedures and at freeway speeds. Strange drivers sometimes get into trouble without proper instruction. Also, the earliest driving records on turnpikes were consistently higher. More recent ones, after drivers have learned how to drive in free-flow, relatively high speed traffic, are among the lowest.

• The number of judgments and responses by drivers in passing other vehicles or coping with hazards has been reduced by the highway design. This eliminates or reduces markedly certain types of accidents. Other types of accidents then remain. A higher percentage of these other types may therefore result, as in the case of rear-end collisions. This may be because they are a larger percentage of those remaining or it may indicate specialized difficulties in the driving task resulting from the freer flowing, higher speed traffic.

• Speed and accuracy of driver responses become more important on freeways, since the time to respond is less when something happens in higher speed traffic. A driver's task should be kept as simple as possible. The more complex the task, the more time it takes for judgments and responses on the average.

• To maintain flow in heavy volume on urban freeways, drivers at peak hours are operating at as little as one-quarter second time-headway between vehicles. Minimum emergency driver response time is from one-half to three-quarters second on an average. This means that drivers must be driving three or four vehicles ahead. That is, they must learn to base their observation and judgment on the behavior of vehicles several cars ahead.

• Longer warning distances, better visibility, better legibility, clearest signing, and additional instructions on maps are needed to assist the driver under these conditions. Knowing what to expect tends to decrease the time necessary for proper judgment and response.

• Drivers need more knowledge about expressway driving. Many drivers do not know as much as we think they do about how to enter on an acceleration lane, the effect of speed on time to overtake a car ahead, the effect of high speeds on time to be overtaken, and the like.

• Drivers may be led to drive too far and too long because of the ease of driving on a freeway. Fatigue may result in reduced accuracy and slower judgments and responses.

• Drivers may become drowsy at the wheel because of (1) fatigue, (2) lack of sleep before leaving on a vacation, (3) poor ventilation in the car, (4) carbon monoxide, and other reasons. Weaving from one lane to the other may result from one of these

Turn Page

Driverlab

The most modern laboratory for testing and training today's drivers. Includes all *SEVEN* important psychophysical tests.

Driverlab

Tests for reaction time, visual acuity, depth perception, color vision, field of vision, glare resistance and night blindness. *LESS* testing time is required. Its separate units can test up to *FOUR* persons at one time.

Driverlab

The most versatile equipment on the market for continuous and/or multiple testing in community or organizational driver programs. Being portable its quick to set up and easy to use. Examinees receive their own reaction time chart and individual score sheet showing test results.

Driverlab

is a pioneer in testing devices and is used universally by all types of organizations in their safety programs. A twelve year research and development period has made it the most efficient and accepted testing equipment available.

Driverlab

Lowest priced on market. FOB factory. Additional information is available on DRIVERLAB and other educational products upon request.

EDUCATIONAL DEVICE CO.
Suffern, New York

NAME_____
TITLE_____
ORGANIZATION_____
ADDRESS_____
CITY_____ STATE_____

Circle Item No. 7—Reader Service Card

factors as well as from over indulgence in alcoholic intoxicants.

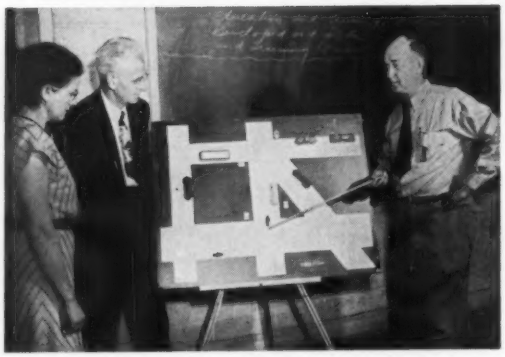
- Studies show that drowsing at the wheel occurs intermittently and with increasing frequency, but final dozing may be sudden. Drivers need to be warned of this in all possible ways.
- Drivers may misjudge weather and road conditions, especially when the weather looks good but a storm has left icy or other slippery conditions. Special procedures may be needed to assist the driver judgments. Special speed warnings are an example.

Research Still Needed

These summary statements do not indicate that we have sufficient knowledge on these driver behavior relationships. Much more needs to be learned from further research on the very complex human reactions involved. They will perhaps serve, however, to indicate for practical purposes some of the important things which have been learned relating to highway design and operation.

Drivers Expect More

In connection with all three characteristics of freeway traffic (efficiency, convenience and safety), drivers expect more than they do on ordinary highways. They plan to get there faster; therefore, expect better conditions to be maintained and are more frustrated when flow is impeded. If they misjudge the amount of gas to travel at high speed, they do not stop to consider their own misjudgment but expect assistance. They want to know where they are and to get there in the most direct fashion. They may be led to dangerous driving behavior if they find they have missed their destination turnoff. Thus, in general, better maintenance, more effective traffic engineering operation and greater assistance in policing and enforcement procedures are likely to be required.



★ ★

THE "EYES" HAVE IT . . . .

Here is an aid that has proven practical in teaching visually the principles of safety. It's simple, effective and works wonders in teaching your drivers.
The MAGNO SAF-T BOARD is the result of studies by outstanding safety instructors and engineers. Safety directors, traffic managers, driving instructors, insurance agents and adjusters get a clear picture of how accidents occurred visually by reconstruction of conditions.

It is now being used from coast to coast by fleet owners, insurance and public utility companies, colleges and schools, and many other concerns interested in public safety. Consisting of a BOARD with typical street intersections on one side. The other side is a BLACKBOARD on which any street or road situation can be drawn with chalk and then erased. It has scale models of vehicles, traffic markers and accessories that can be placed in any conceivable traffic situation.

Write for our folder. It contains full information.

MAGNO SAF-T BOARD© EMIGSVILLE, PA.

Circle Item No. 8—Reader Service Card

Bigtown Traffic Tangle

From Page 23

seven years in which the Du Pont safety campaign has been functioning, off-the-job motor vehicle deaths among employes dropped 45 per cent. Transportation accidents dropped from 666 in 1953 to 328 in 1958. From *all* off-the-job accidents, workers at Du Pont now lose only one-third as much time as the average U.S. industrial employe.

If that doesn't provide sufficient incentive for business to begin a strong off-the-job safety campaign, look at another discovery made by Du Pont. They found that off-the-job safety emphasis resulted in fewer injuries while *on* the job. For the reason, let me quote from the magazine article:

"We believe that the off-the-job safety program is largely responsible for this drop in on-the-job accidents as well, because the employe who develops good safety habits at home finds it that much easier to follow them in the plant."

Good Pattern

Every employer in New York could well heed Du Pont's experience. It should lay to rest any idea that an industrial or business safety campaign is a waste of valuable time and money.

You will notice that the Du Pont campaign is a continuing one, which is a good part of the reason for its success and points up one reason for the *failure* of many New York campaigns. It should be evident by now that you just can't operate a safety campaign on a "hit and run" basis and expect any substantial or lasting benefits.

We have seen in New York a serious attempt to deal with pedestrian fatalities, which account for more than 70 per cent of the city's annual traffic death toll. The campaign to educate pedestrians lasted a year, which may seem to some like a long time. But isn't it a little like working toward world peace for just one year, and then stopping?

Traffic safety isn't a thing that can be turned on and off, because the problem is a continuing one. Nor will it

stand still and wait for us to catch up. Each year sees an increase in motor vehicle registrations, and it has been estimated that within 10 years there will be 100 million vehicles on the nation's roads—30 million more than there are now. It is only realistic to expect New York to share in the increase.

There is little need to dwell on specific deficiencies in our past safety campaigns, though. You know them better than I. It is relatively immaterial whether they stem from a lack of money or of a strong, unified citizen safety group—or any other reason. All we can do is try to avoid making the same mistake twice.

Sound Basis

The ideal is a balanced program, administered on the basis of priority needs, coordinated with neighboring jurisdictions in an area-wide approach, and conceived as a *continuing* operation. The President's Committee for Traffic Safety and other national and regional organizations devoted to safety would be more than happy to support such a program.

But the effort must originate here, in New York. We have plenty of guides, and we have many successful examples of other communities to draw from. Let's face it. Their problems are rarely different from ours, except in degree. Any admission that we can't solve them means that we are hiding behind our bigness, and *that's* a strange role for this city.

A National Safety Council staff report on safety problems here, to which I'm indebted for some of the figures and data I've used, urges the building of an improved citizen safety organization within one year. Surely that isn't too much to ask.

It's a beginning, and a good one, and should go some distance toward dispelling the cynicism and despair I mentioned at the start. We can't expect miracles overnight, but if we put our money, time, and our imagination where our hopes are, perhaps there will come a day when we won't venture into New York traffic feeling like gladiators who forgot their armor.

Inventory Awards

From Page 24

Inventory awards was composed of Frank Flick, president, Flick-Reedy Corp., chairman; Ray Ashworth, director, field service division, International Association of Chiefs of Police; Robert L. Brunton, assistant director, International City Managers' Association; M. R. Darlington, Jr., managing director, Auto Industries Highway Safety Committee; Milton E. Moskau, assistant to the director, traffic court program, American Bar Association; Nils A. Lofgren, director of program planning, Insurance Institute for Highway Safety; Matthew C. Sielski, director, safety and traffic engineering department, Chicago Motor Club; Mrs. Bernice T. Van der Vries, member, Chicago Transit Board, and W. O. Wilson, manager of safety, Standard Oil Company (Indiana).

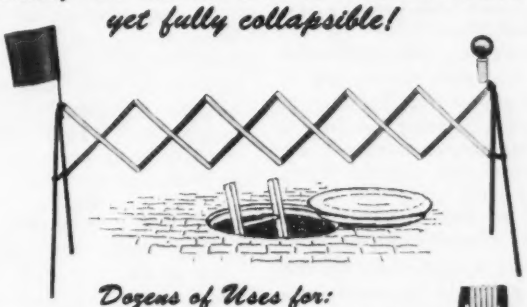
ASF Fellowship

For the third successive year, the Automotive Safety Foundation of Washington, D. C. is providing a $2,000 fellowship for graduate study in the field of highway traffic administration at Michigan State University.

This program, offered only at Michigan State University, includes a four-year undergraduate program which leads to a bachelor of science degree and a graduate program with a master of science degree. Both include selected courses from many departments of the university.

Applicants from any part of the United States are eligible for the ASF fellowship. Requirements for this advanced study program include a bachelor's degree, high scholastic ability, and work or study experience in the field of highway traffic administration.

GUARD-GATE
PATENTED
ALL-STEEL
SAFETY BARRICADE
Ready for instant service in seconds . . .
yet fully collapsible!



Dozens of Uses for:
PUBLIC UTILITIES — INDUSTRIAL PLANTS
CONTRACTORS AND SERVICE UNITS — POLICE,
FIRE AND HIGHWAY DEPTS.

GUARD-GATE is made of reinforced steel — built to last. Comes complete with warning flags, reflectorized center sections and brackets for flasher lights. Stands 36" high; available in 4, 6 and 8 ft. lengths. Collapses for quick storage in heavy-duty, fibre board shipping-carrying container. Write for free folder.

Closed

WEST SIDE IRON WORKS, Inc.
327 Front Avenue, N.W. — Grand Rapids 4, Michigan

Circle Item No. 9—Reader Service Card

New York Transit

From Page 33

Our surface division, which recently took top honors in safety for cities over a million population, the American Transit Association's "Silver Shield," has long pursued this policy of reaching the man in the driver's seat and the man at the machine. In 10 years, the accident rate has been cut 43 per cent.

In this division no accident is "wasted." That is, the accident prevention committee, consisting of two bus drivers and a dispatcher, spends a day every two weeks at each of the bus depots, dissecting and analyzing each accident. The driver involved in each accident is present, but this is in no sense a trial. As far as management goes, the accident has already been investigated. The purpose of this analysis is simply to find methods of preventing such an accident from repeating itself in the future.

The atmosphere in which these APC hearings are held is remarkable for its free and easy informality. The driver involved usually lets his hair down, so to speak; the APC members are his equals, not his superiors. The involved driver gets the benefit of their experience, and, most important, he goes away from the hearing unruffled.

But the greatest value is to the APC members themselves. These are not necessarily the oldest, most experienced drivers, or men with records free of accidents, or nearly free. Far from it. They are simply ordinary bus drivers, who serve for four days—or one day every two weeks, over a period of two months. Thousands of our bus drivers have served on this committee. The aim is to have every one of them serve.

During even a single term on this committee, it should be noted, each member studies—perhaps unconsciously—the anatomy of every accident that has happened to any of our buses in two months. Since we operate 2,000 buses over 120 routes, this is cramming the accident experience of many lifetimes into four days. If there is any truth to the saying that we learn by our mistakes—and I certainly believe it—they learn a great deal indeed.

Of great value is the attitude of the men who have served on the APC committee. They may fancy themselves experts on safety, which, from a practical standpoint, they are. The attitude itself is an important achievement; here you have truly reached the man behind the wheel.

The end result has been remarkable. In 1958, the Authority enrolled its surface line operators in the National Safety Council Safe Driver Award Program. Of our 4,807 operators, 3,893 have received awards to date.

In our bus depots and overhaul shops, there are many points of danger. It is, however, impossible to approach any one of them without being conscious of it, because each point of hazard is painted a brilliant orange.

Every supervisor knows that a prolonged no-accident record means concrete recognition for him. Oppositely, he knows that accidents to his men will reflect strongly against him. For today we hold the supervisor more than ever responsible for the injuries of his employes. Today the supervisor—not the employe—would be held responsible for the lensless goggles, the non-shatterproof lenses. A new employe, or a worker recently transferred to a new assignment, is not to blame for accidents arising from not knowing the rules; the supervisor should have made him thoroughly familiar with those rules.

So today the worker in the shop knows very well why he wears goggles with shatterproof lenses when his job calls for it. Chances are he walks by a glass case which contains safety goggles, each with a crazed lens, the result of being struck with a flying bit of metal. Underneath is a caption telling who was wearing it when it was struck with a flying piece of metal.

Very likely the workman knows some of the very eyes that still see today because of those shatterproof lenses. A supervisor very smartly figured out that way to bring a message home to the man at the grinding machine.

The result is that, at this writing, the surface division is on the last lap of achieving a record of 1,000,000 hours without a single time-loss injury.

As chairman, I feel that safety awareness is my personal responsibility, and that the most important part of my job is to bring that awareness to the man pushing a broom in the farthest outpost of our system.

ADVERTISER'S INDEX

Beam's Mfg. Co. 42

Cataphote Corp. ..... B.C.

Educational Device Co. 47

Graubards, Inc. 50

Magno Saf-T-Board 48

Morton Salt Co. ..... I.F.C.

Muni-Quip Corp. 44

National Safety Council ..... 4, I.B.C.

Stephenson Corp. 3

Wagner Electric Corp. 43

West Side Iron Works 49

SCHOOL SAFETY!
. . . YOUR CHILDREN'S SAFETY is our BUSINESS
GRAUBARD'S Equipment is nationally known as the school safety equipment "That Promotes Safety." It does this by fulfilling both of the conditions essential to a really effective Safety Patrol.
SAFETY
FRANKLIN
PATROL
FIRST, it gives each patrol member a definite sense of reponsibility and a pride in doing his job well.
SECOND, being "Standard Equipment" it is recognized by school children and motorists alike, assuring their respect and cooperation.
Write today
for 1960 Catalog and Complete information and prices.
GRAUBARD'S
236 HIGH STREET
NEWARK 2, NEW JERSEY

Circle Item No. 10—Reader Service Card

Use the READER SERVICE POSTCARDS

- **to obtain information on advertised products**
- **to obtain material on new products and literature**
- **to order subscriptions to TRAFFIC SAFETY**

Here's how to use card #2—the first set of numbers is keyed to products advertised throughout the magazine, the second set to items shown in the New Product section and the third set to the Safety Products Literature section. Simply circle the number of any item in which you're interested and we'll ask the manufacturer to send you full information without obligation. No postage is required when the card is mailed in the United States.

Advertised Products

—are included for your benefit to help you solve accident problems. To get full information on a product in which you are especially interested, circle the corresponding page number on the Reader Service Postcard.

New Safety Equipment

—shown in the special section, has been carefully reviewed. Only new products or newsworthy improvements in existing equipment are considered eligible for inclusion in this listing.

Safety Product Literature

—are catalogs, brochures, spec sheets and booklets describing equipment and services to help you solve your traffic safety problems. You can build a valuable reference file with these free publications.

IMPORTANT—Be sure to fill in your name, organization and address in the space provided on this side of the post card.

1

JULY, 1960

Prices are subject to a 10% discount to National Safety Council Members

	1	2 TO 9	10 TO 99	100 TO 999
Subscription (12 issues) ea.....	$4.50	$4.00	$3.50	$2.80

(Add $.70 per subscription for foreign except Canada and Pan American Union)

U.S. GOVERNMENT INSTALLATIONS NOTE—This item has been approved for purchase by the Federal Supply Service. DO NOT USE THIS ORDER FORM. Refer to "Price list of N.S.C. Materials to U.S. Government Agencies."

Send _____ subscriptions to Traffic Safety (311.01)

In ordering subscriptions for members of your staff attach separate sheet showing names and addresses so that we can send their magazine directly to them each month, without delay.

All prices shown are based on a single order for delivery in one shipment to one destination (one shipment per month on annual subscriptions). Quantities are not cumulative over a period of time, or for a number of locations, to obtain quantity prices.

SEND INVOICE TO: MY ATTENTION ☐ COMPANY ☐

NAME.....

POSITION.....

COMPANY.....

ADDRESS.....

CITY & STATE.....

2

JULY, 1960
(good until Oct. 31, 1960)

PRODUCTS ADVERTISED

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35

NEW SAFETY EQUIPMENT

41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60

SAFETY PRODUCT LITERATURE

81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

NAME.....

POSITION.....

COMPANY.....

ADDRESS.....

CITY & STATE.....

The advertising pages of Traffic Safety

. . . your guide to products of importance to your safety program

Keep up-to-the minute on all the latest advances in traffic and transportation safety products and services through the advertising pages and new equipment editorial features in Traffic Safety.

Should you want additional information or special consultation on your specific problems, don't hesitate to write to the manufacturers. They welcome your inquiries and will answer your questions without obligation.

Although the Council does not test or examine the products advertised or mentioned in the editorial features, staff engineers and technicians review all product information in an effort to determine that descriptions and performance claims are accurate. It should not be construed, however, that commercial products are approved or endorsed by the National Safety Council.

FIRST CLASS
PERMIT No. 834
CHICAGO, ILL.

BUSINESS REPLY CARD
No Postage Stamp Necessary If Mailed in the United States

5c—POSTAGE WILL BE PAID BY—

Reader Service Department

TRAFFIC SAFETY
425 NORTH MICHIGAN AVENUE
CHICAGO 11, ILLINOIS

FIRST CLASS
PERMIT No. 834
CHICAGO, ILL.

BUSINESS REPLY CARD
No Postage Stamp Necessary If Mailed in the United States

5c—POSTAGE WILL BE PAID BY—

Reader Service Department

TRAFFIC SAFETY
425 NORTH MICHIGAN AVENUE
CHICAGO 11, ILLINOIS

Before you mail your Reader Service Postcard . . .

TAKE ANOTHER LOOK AT

- the ADVERTISING pages
- the NEW SAFETY EQUIPMENT section
- the SAFETY PRODUCT LITERATURE section

Make sure that all the items you want to know about are circled . . . check to make sure that your name, organization and address are printed on the reverse side of the postcard . . . THEN mail it today.

TIME

to look at your Incentive program

Does it lack a really worthwhile incentive for those special people in your organization who have made important contributions to your safety record?

How about those *special drivers* who have gone five, ten, or more years without an accident?

How about those *special supervisors* whose departments consistently have the best safety records?

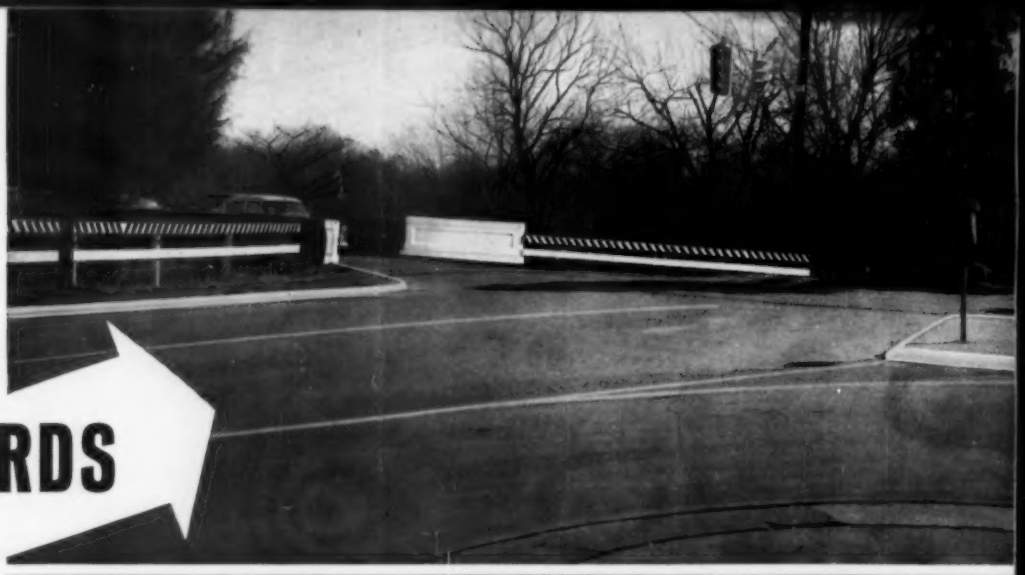
How about the members of your *safety committee* . . . the employees who have come forth with valuable *safety suggestions?*

For those people you should have an incentive in your program that measures up to their accomplishments, an incentive that will be valued and used with pride. May we suggest a really fine watch, certainly one of the most wanted of all personal possessions.

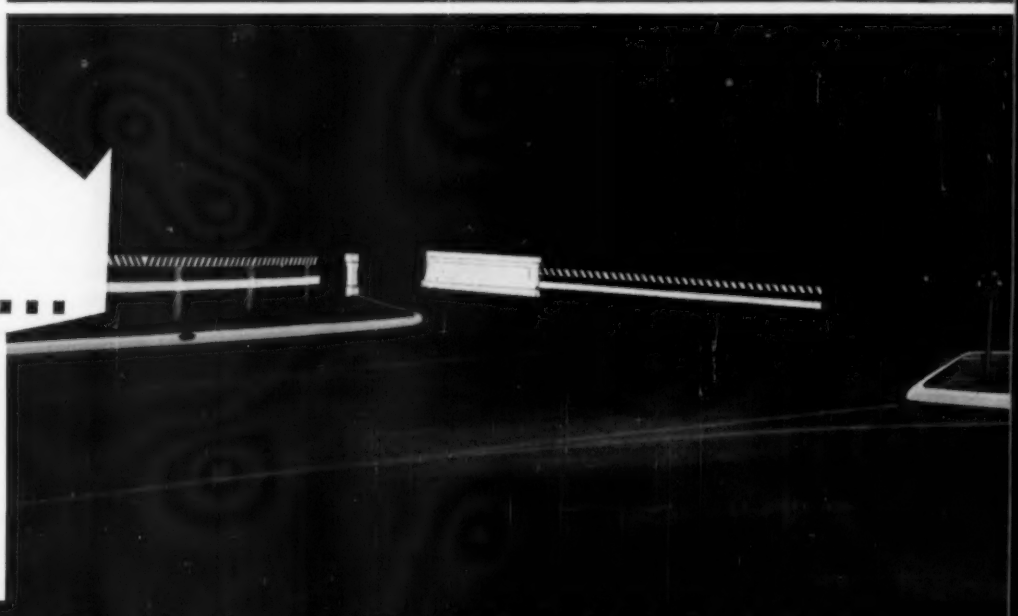
The National Safety Council offers a wide selection of both Hamilton and Elgin watches with special safety incentive dials. For drivers who have earned NSC Safe Driver Awards, there are Hamiltons and Elgins with beautiful reproductions of the Safe Driver Award Emblem. And for other employees, there are Hamiltons with Green Cross dials. And the best part—NSC incentive watch prices begin at only $50.00.

Write today for the brochure giving complete descriptions and prices. Sample watches are available on request.

NATIONAL SAFETY COUNCIL
425 NORTH MICHIGAN AVENUE
CHICAGO 11, ILLINOIS



THESE HAZARDS CAN'T HIDE IN THE DARK...



they're reflectorized with CATAPHOTE V-S-R

Approach this Jackson, Mississippi intersection in daylight or darkness . . . you're instantly aware of the sharp delineation of curbs and traffic islands . . . barrier boards and bridge abutments. Bright by day . . . brilliant by night . . . these traffic hazards are *reflectorized* with Cataphote V-S-R . . . Vertical Surface Reflectorization.

Available in kit form, Cataphote V-S-R consists of specially formulated bead binder (white or yellow), automatic air operated applicator and Cataphote "101" extra high intensity glass spheres. Easily applied, V-S-R is one of the greatest aids you can provide the motoring public.

Men who lead the way in traffic control have been quick to recognize the safety values of Cataphote V-S-R . . . and use it extensively. V-S-R can help you be a pace setter, too. For more information, write for Catalog V-160.

CATAPHOTE CORPORATION

TOLEDO 10, OHIO / JACKSON, MISSISSIPPI

In Canada: CATAPHOTE/CANADA LTD. • P.O. Box 727 • Brantford, Ontario

MANUFACTURERS OF REFLECTIVE TRAFFIC PRODUCTS